

12/15/19

Internship Report on

**A STUDY ON CONSUMER ATTITUDE TOWARDS SHASHI SOAPS WITH
SPECIAL REFERENCE TO DAVANAGERE CITY**

Submitted By

Mr. Rudresha D

4LV15MBA13

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Prof. Gurudatt Somayaji

Faculty

MBA Department

AIET, Mijar

EXTERNAL GUIDE

Mr. Shekhar M S

HR MANAGER

MSIPL

Davanagere.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

Trade Name - SHASHI & SAVAAL
PIN - 570001 KRS
GST Code - 4400023118(MGO)



Off - (08192)-262826
Fax - (08192)-262898

MAHARAJ SOAPS INDUSTRY (P) Ltd.,

M. SHASHI & SAVAAL, Distillery, Cakes, Frezing Powder, Soaping Powder, Glycerin, Bar & Soap

Plot No. 15A/50, Industrial Area Road, Near Industrial Area, DAVANGERE 577005, KARNATAKA, INDIA

Website: www.shashi-soaps.com e-mail: maharaj_industries@rediffmail.com

Ref No

Date

Ref : MSIPL/102/2016-17

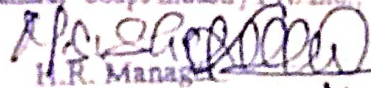
12-03-2017

CERTIFICATE

This is to certify that MR.Rudresha.D with the Reg No 4LV15MBA13, studying 2nd year MBA in ALVA'S Institute of Engineering & Technology, moodbidri, has successfully completed the project work " A Study on Consumer Attitude towards Shashi soaps with special reference to Davangere city" at MAHARAJ SOAPS INDUSTRY PVT LTD. Form 02-01-2017 to 10-03-2017. Under the guidance of Mr Shekar M S HR Manger.

During the study we found that the student is sincere and eager to gather the required information.

For Maharaj Soaps Industry Pvt. Ltd.,


H.R. 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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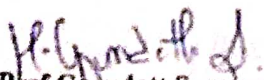
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Date: 15 May 2017

CERTIFICATE

This is to certify that Mr. RUDRESHA D, bearing USN 4LV15MBA13, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum. The Internship report on "A Study on Consumer Attitude towards Shashi Soaps with special reference to Davangere City" is prepared by him under the guidance of Prof. Gurudatt Somayaji, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Prof. Gurudatt Somayaji

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

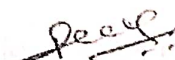
I, Rudresha D, hereby declare that the internship report entitled A Study on Consumer attitude towards Shashi soaps with reference to Davanagere city, Prepared by me under the guidance of Prof. Gurudatt Somayaji, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Shekhar m s, HR Manager, Maharaj soaps industry pvt Ltd Davanagere.

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

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

Place:

Date: 15/05/2017


Signature of the student

ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

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 am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr Shekhar M.S. HR Manager**, Maharaj soaps industry pvt. Ltd Davanagere, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Rudresha D)

USN: 4LV15MBA13

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EXECUTIVE SUMMARY

The study was conducted at Maharaja Soap's industry pvt, Ltd Davanagere. A project report titled "A Study on Consumer attitude towards Shashi soaps with reference to Davanagere city". The main aim of this study is to know the overall consumer attitude towards Shashi soaps and giving certain suggestions to the company based on the study. It helps to increase their need of their future growth.

This project is mainly contain Company and Industry profile, objectives, need, SWOT analysis, research methodology based on the primary and secondary data, data analysis and the interpretation, findings, suggestions and the conclusion those are relating to the study of consumer attitude towards Shashi soaps.

A questionnaire was prepared to get relevant information by the respondents. It was distributed to the 100 respondents at Davanagere. Where the primary data was collected with the help of questionnaire and the secondary data was collected with the help of journals, records of the organization, company website and the published data.

Internship Report on

**“AN ANALYTICAL STUDY ON THE SEASONAL STOCK PRICE TRENDS
(MONTHLY EFFECT): A STUDY CONDUCTED AT ADITYA BIRLA
MONEY LTD., KADUR”**

BY

SACHIN C R

USN: 4LV15MBA14



Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. VISHWANATH. G. Y

Senior Associate Professor

Department of MBA

AIET, Mijar, Moodbidre.

EXTERNAL GUIDE

Mr. AMARNATH. K. A

Branch Manager

Aditya Birla Money ltd

Kadur.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

ADITYA BIRLA



MONEY

Date: 10-3-2017

"To Whom So Ever it May Concern"

This is to certify **Mr. Sachin C R (4LV15MBA14)** bonafide student doing his MBA at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka, has doing a project titled **"An Analytical study on the Seasonal Stock Price Trends (Monthly Effect)"** in our Organization From **2nd January 2017** to **10th March 2017**. His Character and Conduct is Uniformly Good. He deserves all Encouragement.

1. *A. Amarnath*
Authorized Signatory

ADITYA BIRLA MONEY LTD,
STATION ROAD, KADUR - 577 548
Mobile : 9448340972
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K.A. AMARNATH
Franchisee: **ADITYA BIRLA MONEY LTD.**
No. 980 K R A Building
Station Road Kadur -577548



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

Date: 15-May-2017

Certificate

This is to certify that **Mr. Sachin C R** bearing **USN 4LV15MBA14** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **An Analytical study on the Seasonal Stock Price Trends (Monthly effect): A study conducted at Aditya Birla money Ltd, Kadur** is prepared by him under the guidance of **Dr. Vishwanath G Y, Senior Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Vishwanath G Y
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **SACHIN C R**, hereby declare that the internship report entitled "**An Analytical study on the Seasonal Stock Price Trend (Monthly Effect): A study conducted at Aditya Birla Money Ltd, Kadur**" was prepared by me under the guidance of **Dr. Vishwanath G Y**, Associate Professor, Department of M.B.A, Alva's Institute of Engineering and Technology. External assistance was provided by **Mr. Amarnath** Branch Manager, Aditya Birla Money Ltd, Kadur.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Vishvesvaraya Technological University, Belagavi.

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



Signature of the student

Place: Mijar

Date: 20/05/2017

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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Vishwanath G Y**, Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Amarnath K A** Branch Manager, Aditya Birla Money ltd, Kadur and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

SACHIN C R

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EXECUTIVE SUMMARY

Market efficiency is the most important factor in stock market to determine the seasonal stock price trends. Equity prices are no longer random and can be predicted based on past pattern, so the seasonality in stock returns violates the weak form of market efficiency. The monthly patterns or changes are common in stock market. So compared to others months, certain months provide better returns i.e. the monthly effect of stock returns. Similarly, the day of the week and also the week of the month provides the same results i.e. certain days or weeks the stock returns are high or low compared to others. The present study is conducted for analyzing the seasonal stock price trends i.e. monthly effect of stock market in India.

The study has been undertaken at Aditya Birla Money Ltd, Kadur. This study will help to analyze the monthly stock price patterns by using samples of 100 companies of NSE, CNX Nifty and Bank Nifty prices. For this purpose, the researcher has taken FIVE types of stocks like; Nifty Index, Bank Nifty, Nifty Fifty and Nifty Next Fifty stocks. In Nifty fifty and Nifty next fifty companies are selected based on their market capitalization. At the end, all stocks returns are evaluated based on ANOVA single factor, Rank correlation, Chi-Square test and T-test paired comparison. In the overall period, most of the months have given positive returns for the investors (markets were in Bull Run). Based on the study's findings we can concluded that an investor who invests in the month of April and May is likely to earn more returns than an investor starts in December.

17/7/17

Internship Report on

PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS IN INDIA:

A STUDY CONDUCTED AT STOCKHOUSE, SIRSI

BY

SACHIN KRISHNANAND PAWASKAR

USN: 4LV15MBA15

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa. S

Associate Professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Shivanand Gunaga

Branch Manager

Stockhouse

Sirsi, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2015-2017





STOCKHOUSE
Financial Services

Reg. No : UKK-F6-2010-11

Date: 10th March 2017

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. **SACHIN KRISHNANAND PAWASKAR** bearing **USN-4LV15MBA15**, an MBA student from **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI** has successfully completed his internship and project report on "**PERFORMANCE EVALUATION OF EQUITY MUTUAL FUNDS IN INDIA**" in our Organization at **STOCKHOUSE, Sirsi** for 10 weeks, from **02/January/2017** to **10/March/2017**.

During the period of his internship program with us, he was found punctual and inquisitive.

We wish him every success in life.

~~STOCKHOUSE~~
~~For Stock House~~

Authorized Signatory

Manager





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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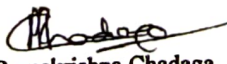
Date: 26-April-2017

Certificate

This is certified that **Mr. Sachin Krishnanand Pawaskar** bearing **USN 4LV15MBA15** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on **Performance Evaluation of Equity Mutual Funds in India: A Study Conducted at Stockhouse, Sirsi** is prepared by him under the guidance of **Dr. Kushalappa S, Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Sachin Krishnanand Pawaskar**, hereby declare that the internship report entitled **“Performance Evaluation of Equity Mutual Funds in India: A Study Conducted at Stockhouse, Sirsi”** prepared by me under the guidance of **Dr. Kushalappa S, Associate Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Mr. Shivanand Gunaga, Stockhouse, Sirsi, Karnataka**.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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: 26/April/2017.

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri.

I acknowledge my fullest gratitude to my faculty guide **Dr.Kushalappa S** (Associate Professor), Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Shivanand Gunaga** (Branch manager), **Stockhouse, Sirsi, Karnataka** for granting permission, providing required information related the project and for their valuable guideline.

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

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Sachin Krishnanand Pawaskar

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EXECUTIVE SUMMARY

A mutual fund is a type of investment fund. An investment fund is a collection of investments. Generally mutual fund value is measured by on their net assets value (NAV), NAV are calculated on daily basis. A mutual fund typically invests resources on various diverse sectors and securities, those investment decisions have purely based on professional fund manager. Their portfolio decision does not remain constant forever; it will revise frequently in respect of share market behaviour. The portfolio would offer the benefit of risk diversification along with the high returns. Mutual funds offer other several benefits to the investors like; Liquidity, Safety, Diversification, Professional portfolio management, investor can easily, Tax benefits on capital gain. Research methodology express the methodology followed to complete the given study work. It says about the sources of facts used, the sample and sample techniques, statistical and other tools used to do the analysis of the study. In the current study the research made an endeavor to analyze the Performance Evaluation of Equity Mutual Funds in India. For this purpose, the researcher has taken FIVE types of equity funds like; large cap fund, small & mid cap fund, diversified fund, equity linked saving schemes and thematic-infrastructure fund. In each of these funds top 10 schemes are selected, based on their AUM. At the end, all scheme's returns are evaluated based on CAGR, Sharpe's Ratio, Treynor's Ratio, Jensen's Ratio and Fama's Ratio. In the study, since the given mutual funds did not give better returns in the short run but shown extraordinary returns in the long run, it is advised to the investors for long term investment than short term investment in the mutual funds.

12/13/01
Internship Report on

**IMPACT OF CORPORATE DIVIDEND ANNOUNCEMENT ON STOCK
RETURNS; A STUDY CONDUCTED AT STOCKHOUSE, SIRSI**

BY

SACHIN N

USN: 4LV15MBA16

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa. S

Associate Professor

Department of MBA.

A.L.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Shivanand Gunaga

Branch Manager

Stockhouse

Sirsi, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2015-2017



STOCKHOUSE
Financial Services

Reg. No : UKK-FB-2010-11

Date: 10th March 2017

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. **SACHIN N** bearing **USN-4LV15MBA16**, an MBA student from **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI** has successfully completed his internship and project report on **"IMPACT OF CORPORATE DIVIDEND ANNOUNCEMENT ON STOCK RETURNS"** in our Organization at **STOCKHOUSE, Sirsi** for 10 weeks, from 02/January/2017 to 10/March/2017.

During the period of his internship program with us, he was found punctual and inquisitive.

We wish him every success in life.

STOCKHOUSE
For STOCK HOUSE

Authorized Signatory

Manager



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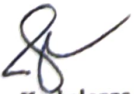
Email : principal@alvet08@gmail.com, Web:www.alvet.org.in


Date: 10-May-2017

Certificate

This is certified that Mr. Sachin N bearing USN 4LV15MBA16 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on Impact Of Corporate Dividend Announcement on Stock Returns: A Study Conducted at Stockhouse, Sirsi is prepared by him under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Sachin N**, hereby declare that the internship report entitled “**Impact Of Corporate Dividend Announcement On Stock Returns: A Study Conducted at Stockhouse, Sirsi**” prepared by me under the guidance of **Dr. Kushalappa S, Associate Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Mr. Shivanand Gunaga, Stockhouse, Sirsi, Karnataka**.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

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Signature of the student.

Place: Mijar

Date: 10 /May/2017

ACKNOWLEDGEMENT

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Hereby I make a humble 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.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri.

I acknowledge my fullest gratitude to my faculty guide **Dr.Kushalappa. S** (Associate Professor), Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Shivanand Gunaga** (Branch manager), **Stock House, Sirsi, Karnataka** for granting permission, providing required information related the project and for their valuable guideline.

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

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Sachin N

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EXECUTIVE SUMMARY

Dividend is the most familiar and easily understood corporate action. It is also the most common type of corporate action. A dividend is a distribution of cash to shareholders in proportion to their equity holding. Typically, a company will pay an interim dividend and a final dividend. An interim dividend is a dividend payment that is announced during the release of a company's half year announcement of the profits while a final dividend is announced during the full year announcement of the profits. The importance of dividends naturally varies from one company to another and there are also cultural differences in attitudes to dividends from one country to another.

The main aim of the study was to examine the interim dividend payout among the different listed companies in BSE. The main objective of the study was impact of dividend announcement on shareholders wealth and compares the performance of the stocks during pre and post dividend announcement period among different industries. To meet the objectives of the study, I have been selected two industries and thereafter 466 companies have been selected. This study takes into historical interim dividend payout of during one year from 1 January 2016 to 31 December 2016. Tools used in study is AAR, CAAR, T test, Descriptive statistics, Correlation, Paired comparison t test, One Way ANOVA, Wilcoxon signed rank test. It can be concluded that interim dividend has no significant impact on the behaviour of stock prices movements.

Internship Report on

A study on effectiveness of Training and development and its impact on employee performance with special reference to SKF Elixer.



Submitted By

Mr Sanath Kumar

USN: 4LV15MBA18

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

Prof. Johnson Fernandes

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Ms. Harinakshi Rai

HR Manager

SKF Elixer, Moodbidri



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

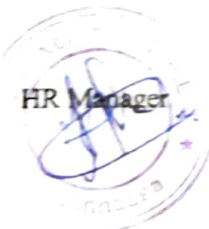


10.03.2017

CERTIFICATE

This to certify that **Mr.Sanath Kumar** bearing **USN NO 4LV15MBA18** student of **MBA at Alvas's Institute Engineering and Technology, Mijar** has undergone project cum internship work on “ **A Study on effectiveness of training and development and its impact on employee performance with special reference to SKF Elixer** “ from **02.01.2017** to **10.03.2017** in our organization.

During the period of his project work, has been found to be keen learning, hardworking and displayed good conduct and character.





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Email : principalalet08@gmail.com, Web:www.alet.org.in

Date: 15-05-2017

CERTIFICATE

It is hereby certified that **Mr. SANATH KUMAR** bearing **USN 4LV15MBA18** is a bonafide student of the Master of Business Administration course of the institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A Study on Effectiveness of Training and Development and its impact on employee performance with special reference to SKF Elixer**" is prepared by him under the guidance of Johnson Fernandes Asst Prof. Department of MBA in partial fulfilment of the requirements of the award of the Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Johnson Fernandes

Internal guide

Prof.P. Ramakrishna Chadaga

Dean-MBA

Dr. Peter Fernandes

Principal

DECLARATION

I **Sanath Kumar** hereby declare that the internship report entitled "A study on effectiveness of Training and Development and its impact on employee performance with special reference to SKF Elixer". 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 .

I also declare that this internship 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 ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.



Signature of the student.

Place: Mijar

Date: 15-05-2017

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide **Prof. Johnson Fernandes**, for his regular supervision and valuable suggestions.

I am deeply indebted to **Ms. Harinakshi Rai** for granting permission and providing requisite information regarding the project.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

SANATH KUMAR

(4LV15MBA18)

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EXECUTIVE SUMMAY

The report is the product of internship or project work conducted at SKF Elixer Bannadka, Moodbidri from 02-01-2017 to 10-03-2017 the purpose of the study is to make detail organization study based on observation, interaction and discussion and also to make in dept study of chosen area. The report is divided into various chapters such as General introduction, Industry profile, Company profile, Data analysis, Findings, Suggestion and conclusion.

Managing Human recourse in today's dynamic environment is becoming more and more complex as well as important. Reorganization of people as valuable resource in the organization increases trends in employee maintenance, job security and training and developmental activities. Training and developmental activities understood as the imparting new skill to employee to meet with job related competencies and which helps in increasing productivity of organization and increases efficiency of employees.

Structured questionnaire was prepared and discussed personally with respondent to get their response. The findings indicates that majority of the employees are well aware of the training and developmental activities of the organization. Training and developmental activities conducted in organization has found effective.

M/13/G

Internship Report on
IMPACT OF INTEREST RATE CHANGE ON INDIAN STOCK MARKET
A STUDY CONDUCTED AT ADITYA BIRLA MONEY LTD, KADUR

BY
SHASHIKUMARA GM

USN: 4LV15MBA26



Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM
In partial fulfillment of the requirements for the award of the degree of
MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa S.
Associate Professor
Department of MBA.
A.I.E.T, Mijar, Moodbidri.
Karnataka

EXTERNAL GUIDE

Mr. KA Amaranath
Member
Aditya Birla Money ltd
Kadur,



Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri 2015-2017



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


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

Date: 10-May-2017


Certificate

This is certified that **Mr. Shashikumara GM bearing USN 4LV15MBA26** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on **Impact of Interest Rate Changes on India Stock Market: A Study Conducted at Aditya Birla Money Limited, Kadur** is prepared by him under the guidance of **Dr. Kushalappa S, Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

ADITYA BIRLA



MONEY

Date: 10-3-2017

"To Whom So Ever it May Concern"

This is to certify Mr. Shashikumar G.M (4LV15MBA26) bonafide student doing his MBA at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has doing a project titled "Impact on Interest rate changes on Indian Stock Market" in our Organization From 2nd January 2017 to 10th March 2017. His Character and Conduct is Uniformly Good. He deserves all Encouragement.

K. A. Amarnath

Authorized Signatory

ADITYA BIRLA MONEY LTD.
STATION ROAD, KADUR - 577 548
Mobile : 9448340972
Tele Fax 08267 221460

K.A.AMARNATH
Franchisee: ADITYA BIRLA MONEY LTD.
No. 980 K R A Building
Station Road Kadur -577548

DECLARATION

I, **Shashikumara**, hereby declare that the internship report entitled “**Impact of interest rates changes on Indian stock market a study conducted at Aditya Birla Money ltd, kadur, Chikkamagaluru**” prepared by me under the guidance of **Dr. Kushalappa S, Associate Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Mr. KA Amaranath**, Branch Manager, Aditya Birla Money ltd, Kadur.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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

Shashikumara C-M.
Signature of the student.

Date: 16 /May/2017.

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.

Hereby I make a humble 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 am deeply indebted to my faculty guide **Dr. Kushalappa S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to Mr. Amaranath, Branch Manager, Aditya Birla Money, kadur and his staff for granting permission and providing requisite information regarding the project.

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 a Dean and all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Shashikumara GM

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EXECUTIVE SUMMERY

Interest rate is the amount charged, expressed as a percentage of principal, by a lender to a borrower for the use of assets. Interest rates are typically noted on annual basis, known as the annual percentage. The assets borrowed could include, cash, consumer_goods, large assets, such as a vehicle or building. Interest is essentially a rental, or leasing charge to the borrower, for the asset's use. In the case of a large asset, like a vehicle or building, the interest rate is sometimes known as the "lease rate". When they will usually be charged a low interest rate; if the borrower is considered high risk, the interest rate that they are charged will be higher.

The study has been undertaken by Aditya Birla money limited. The study comprises the abnormal returns of 139 individual stocks listed in the Bombay stock Exchange (BSE). This study takes into an announcement of the interest rate period 2013 to 2016. The concept of impact of interest rate announcement and capital market reaction, the literature review, the data sources involved, the research methodology used, result of abnormal return is explained in detail. The study makes an attempt to analyze the performance of various stocks on the date of interest rate announcement, during the announcement of all the year. The study is conducted for different companies under different industries and it shown reflect the all the industries as shown negative and positive result in the all the event window period.

Internship Report on

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS RATNA
CEMENTS."**

Submitted By

Mr. SHIVARAJ B KURATTI

USN: 4LV15MBA27

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

Dr. RAVI KULAKARNI

Associate Professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Mohan kondly

Marketing Manager

Rathna cement yadwad



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri 2016-2017



RBY



Ratna Cements (Yadwad) Limited

FACTORY ADDRESS:

Survey No. 251/1, Yadwad Village - 591136

Gokak Taluka, Belgaum Dist,

Tel : 08334-292020 Email : ratnacements@rediffmail.com

DATE: -14-03-2017

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Shivaraj B Kuratti. Reg.No.4I.V15MBA27, MBA 2nd year student of "Alva's Institute of Engineering and Technology" has successfully carried out the project work entitled on "CUSTOMER SATISFACTION" during the period from 02 Jan 2017 to 10 Mar 2017.

He has successfully completed his project work in allotted time.

We wish him all success.

For RATNA CEMENTS (Y) LTD, YADWAD


VICE PRESIDENT (W)





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

Email : principalalet08@gmail.com, Web:www.alet.org.in

Date: 15-MAY-2017

Certificate

This is to certified that Mr. SHIVARAJ B KURATTI bearing USN 4LV15MBA27 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "CUSTOMER SATISFACTION ON RATNA GOLD CEMENT" is prepared by him under the guidance of Dr, RAVI KULKARNI, Associate Professor, and Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Ravi kulkarni.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Shivaraj Kuratti**, hereby declare that the internship report entitled "**A study on CUSTOMER SATISFACTION TOWARDS RATHNA CEMENTS**". Prepared by me under the guidance of **Dr.Ravi kulkarni**, Department of Business Administration, **Alva's Institute of Engineering and Technology** and External assistance by **Manager rathna cement yadawad**.

I also declare that this internship 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 five 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: 16/May/2017.

S. B. Kuratti

Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guides **Dr. Ravi Kulkarni** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mohan kondli Marketing Manager Rathna cement** and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Shivaraj Kuratti

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Executive summary

Ratna Cement is one of the past growing brand in North Karnataka the company is holding good market share which is the good effort made by the company management and executives we can conclude that supply and quality factors fetching to the movement of brand, the company is having good dealer network and it is making a good relation with them that is the service rate of the company good costly with ideal promotional strategy and satisfactory level of customer the company can grow become a market leader in future.

Ratna Cement is one of the premier cements available in the market, the study was conducted to understand the satisfaction level of customer Ratna Cement it was found that price, packing and brand image for the product was excellent compare to other brands in the market. It is also found that high availability of product and awareness created by them was excellent, Ratna Cement out prepared other brands in the fitness and packing.

Internship Report on

"A STUDY ON A CUSTOMER SATISFACTION TOWARDS ASHOK LAYLAND"



Submitted By

Mr. SRIDHAR. M

USN: 4LV15MBA28

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Dharmanand . M

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Ms. Jadeppa

HR Assistant manager

Hospet.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

ADITHI AUTOMOTIVES



Date: 14-03-2017

CERTIFICATE

This is certified that **Mr. SRIDHAR.M (4lv15mba28)** from ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY COLLEGE OF MBA MIJAR MOODBIDRI. The project report titled on A **STUDY ON COUSTOMER SATISFACTION TOWORDS ASHOKLAYLAND HOSPET**

(Light Commercial vehicles) a bonafide work of is original and has been done under my supervision.

He worked on this project from 2-01-2017 to 10-032017 in our organisation.

I am pleased to record hear that his performance during the period was extremely Satisfactory.

For ADITHI AUTOMOTIVES Pvt, Ltd.

Ashok Leyland Hospet



ADITHI AUTOMOTIVES PRIVATE LIMITED Authorised Dealer Ashok Leyland light vehicles
TAICS compound opt, TSP, TB dam Road HOSPET -583201
Email:adithiautomotivespvtltd@gmail.com



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


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


Date: 15-MAY-2017

Certificate

This is to certified that **Mr. SRIDHAR M** bearingUSN 4LV15MBA28 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Customer Satisfaction Towards Ashok Leyland Hospet**" is prepared by him under the guidance of **Prof.DHARMANANDA M, Assistant Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof.Dharmanand M
Project Guide


Prof. RamaKrishna chadaga
Dean-MBA


Dr.Peter Fernandes
Principal

Declaration

I, SRIDHAR.M, hereby declare that the internship report entitled a study on "**CUSTOMER SATISFACTION TOWARDS ASHOK LEYLAND (COMMERCIAL VEHICLES)**", HOSPET." Prepared by me under the guidance of Prof. DHARMANADA M Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by JADEPPA HR Manager Ashok Leyland Hospet

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of five 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.

Signature of the student.

Place: Mijar

Date: /May/2017.



Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide Prof. **DHARMANADA M** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Jadeppa HR Manager Ashok Leyland Hospet** and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

SRIDHAR.M

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Executive Summary

This duty gives a point by point agency depiction of the monster Ashok Leyland, alongside an in profundity examination what's more assessment for their business exercises.

Those acquaintance incorporates historical backdrop and also general learning regarding the benefits of the business procedure of the agency. Primary Some piece incorporates the center ability quality dissection What's more that incorporate data something like essential Also backing exercises that assistance the organization should keep up operations, help client desires and pick up aggressive advantage. The most recent and only this report card gives proposals that might assistance Ashok Leyland to keep up the gainfulness also pull in a greater amount clients.

Ashok Leyland may be a standout amongst the biggest Makers about autos in the world, with scores of production lines clinched alongside handfults from claiming nations. Its standing in the car planet similarly as the mossy cup oak great also practically gainful vehicle will be unchallenged. Done sharp contrast, need a standout amongst those littlest auto commercial enterprises in the planet Also same time it is a standout amongst the oldest, it need never spread its manufacturing wings crosswise over those seas.

What's more yet need assumed a paramount part in the advancement of the world's biggest vehicle again An 50 quite a while period, and period from claiming cooperation no different Nat outside japan might match.

It might have been the place Ashok Leyland globe auto business pioneer 1st tasted triumph past its J local business sector. It might have been through Ashok Leyland that those organization taken in numerous lessons which have underpinned its worldwide success. Furthermore it might have been Ashok Leyland that attained a lot of people breakthroughs inside the group: initial effective territory cruiser exports, To begin with fruitful preparation outside Japan, Initially money arm will reserve dealers' stock Furthermore initial exporter of the Camry separated starting with those guardian particular organization itself. It may be a pleased record which need earned an uncommon spot done Ashok Leyland history.

2/3/19

Internship Report on
IMPACT OF SELECTED FUNDAMENTAL FACTORS ON STOCK PRICES
A STUDY CONDUCTED AT MONARCH NET WORTH CAPITAL LIMITED,
KUNDAPUR

BY
SHUBHRATHA
USN: 4LV15MBA29



Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM
In partial fulfillment of the requirements for the award of the degree of
MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa S
Associate professor
Department of MBA.
A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. A M Venkatesh
Area Head
Monarch Net Worth
Capital Limited
Kundapur, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri
2015-2017

MONARCH NETWORK CAPITAL LTD

D NO,": 8/683-1A1

1ST FLOOR HOLLA OPTICAL BUILDING

KUNDESHWARA TEMPLE ROAD,

KUNDAPURA-576201

CERTIFICATE

This is to certify that Shubhratha (Reg no. 4LV15MBA29), student of MBA at Alva's Institute Of Engineering and Technology, Moodbidri, Mangalore has done a project work on "Impact of selected fundamental factors on stock price" at Monarch Network Capital Ltd Kundapura.

Branch from 05/01/2017 to 02/03/2017


During this period his conduct and performance were good.

We wish him every success.

Date: 11/03/2017

Place: Kundapur

For Monarch Network Capital Ltd


(Area Head)

MONARCH NETWORK CAPITAL LTD.

D. No.: 8 / 683 - 1A1

1ST Floor Holla Optical Building

Near Kundeshwara Temple

KUNDAPURA - 576 201

Ph : 08254 / 234931, 932, 94.



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

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

Email : principalalet08@gmail.com, Web:www.alet.org.in

Date: 10-May-2017

Certificate

This is certified that Mr. Shubhratha bearing USN 4LV15MBA29 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on **Impact Of Selected Fundamental Factors On Stock Prices: A Study Conducted at Monarch Net worth Capital Limited, Kundapur** is prepared by him under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

Dr. Kushalappa S.
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Shubhratha, hereby declare that the internship report entitled **"Impact Of Selected Fundamental Factors On Stock Prices: A Study Conducted At Monarch Net Worth Capital Limited, Kundapur"** Prepared by me under the guidance of **Dr. Kushalappa S, Associate Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Mr A M Venkatesh, Monarch Net Worth Capital Limited, Kundapur, Karnataka.**

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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.



Signature of the student.

Place: Mijar

Date: 10 /May/2017.

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri.

I acknowledge my fullest gratitude to my faculty guide **Dr.Kushalappa S** (Associate Professor), Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. A M Venkatesh** (Branch Manager), **Monarch Net Worth Capital Limited, Kundapur, Karnataka** for granting permission, providing requisite information regarding the project and guideline.

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

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Shubhratha

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EXECUTIVE SUMMARY

Fundamental analysis is a method used to determine the value of a stock by analyzing the financial data that is 'fundamental' to the company. The figures of profit and loss account, balance sheet and cash flow statement have an impact on the performance of the stock in the stock market. The project undertaken at Monarch Net Worth Capital Limited, Kundapur. This is a stock broking company. They offered world class facilitation for buying and selling of share mutual fund on NSE and BSE.

The study comprises share price of various company from BSE A grouped 198 companies. This study taken into account share prices and other financial statement for ten years of companies. Under this study I have used the statistical tools like mean, median, standard deviation, t statistics and correlation analysis and regression analysis are used and the financial tool like basic EPS, dividend / share, PBDIT/share, net profit/share, return on net worth / equity, return on capital employed, total debt/equity, asset turnover ratio, dividend payout ratio, price/BV are used. The study makes an attempt to give suggestion to the investor about buy and sell of share in market on the basis of studying fundamentals of these companies.

Internship Report on

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS COMPENSATION AND
BENEFIT AT SIRI GRAMODYOGA SAMSTHE, BELTHANGADY**

Submitted By

Ms. Sushmitha

4LV15MBA32

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:

Gurudatt Somayaji

Faculty

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Hemanth

Manager

SIRI Gramodyoga Samsthe

Belthangady.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



|| OM SHRI MANJUNATHAYA NAMAH ||

Shri Kshetra Dharmasthala Rural Development Project(R)

Personnel-Human Resource Department

Head Office, Dharmasthala-574216. Email: skdrdp@rediffmail.com

Ref no: HRD-343-2016/17

Date: 10.03.2017

CERTIFICATE

This is to certify that **Ms.Sushmitha (USN 4LV15MBA32)**, MBA student of ALVA's College has successfully completed **Project work** Program (Employee's Satisfaction towards compensation & Benefit) in our **Shri Kshetra Dharmasthala Rural Development Project®**. Dharmasthala organized by **SKDRDP- SIRI Gramodyoga Samsthe**. (Duration: 01.01.2017 to 10.03.2017)

During the period, her Conduct and Performance were found good.

We wish her all the best

Thanking you,

Yours faithfully,



(Smt. Mamatha Harish Rao)
Director , P-HRD



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A Unit of Alva's Education Foundation (A)

(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

Phone : 08256-262724 (O), 262725 (P), Telefax 08256-262726

Email : principal@alvet06@gmail.com Web : www.alvet.org.in

Date: 15 May 2017

CERTIFICATE

This is to certify that **Ms .Sushmitha** bearing **USN 4LV15MBA32**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "**Employee satisfaction towards compensation and benefit**" is prepared by her under the guidance of **Prof. Gurudath Somayaji** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Prof. Gurudath Somayaji

Project Guide


Prof. P. Ramakrishna Chadaga

Dean -MBA


Dr. Peter Fernandes

Principal

DECLARATION

I, **Sushmitha**, hereby declare that the internship report entitled “**Employee Satisfaction towards compensation and benefit**” with reference to “**SIRI Gramodyoga samsthe, Belthangady**” prepared by me under the guidance of **Prof. Gurudutt Somayaji**, Faculty Department of Business Administration, Alva’s Institute of Engineering and Technology and external assistance by **Mr. Hemanth**, Manager, **SIRI Gramodyoga samsthe, Belthangady**.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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/May/2017

Sushmitha

Signature of the student

ACKNOWLEDGEMENT

I would like to assemblage my whole hearted gratitude to all who have encouraged me and helped me to complete this project work and I would like to extend my thank to various departments heads of the company .

I would like to express my sincere thanks to Mr. Hemanth, manager of SIRI Gramodyoga samsthe for spending his treasured time.

I would like to express my sincere thanks to professor Ramakrishna chadaga, Dean MBA program for his direction and motivation.

I am very grateful to Prof. Gurudatt Somayaji my internal guide for the direction and encouragement during the course of my project.

I am grateful to principal Dr.Peter Fernandes, Alva's institute of Engineering and Technology.

(Ms. Sushmitha)

USN: 4LV15MBA32

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EXECUTIVE SUMMARY

This study is made to concentrate on Employee satisfaction towards compensation and benefit at SIRI Gramodyoga samsthe Belthangady. It consider history of the organization ownership pattern, background, vision and mission of the company, organization chart, competitors information of the SIRI Gramodyoga samsthe organization.

The study is based on the information collected from the respondents through the questionnaire. The data analysis is presented through graphs and on the basis of answer given by the employees. Findings and suggestion are given based on that analysis.

This research work also render precious recommendation to the organization to active on those areas identified where the possibility for growth exist, which could assist the future improvement of the company. Finally I find that SIRI Gramodyoga samsthe is one of the most leading companies in Mangalore.

RBG

Internship Report on

**"A STUDY ON CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR IN
ARVIND INFRASTRUCTURE PVT LTD"**

Submitted By

Mr. Vishal M G

4LV15MBA40

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Frank

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Rakesh Machatty

Sales executive

Arvind infrastructure

Bangalore



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

Arvind Infrastructure Limited

(A Public Limited Company)

1, Palace View, 2nd Floor, V S Bagh Road, Kumbura Park West - Bangalore - 560030
T + 91 80 325 7712-13 W www.arvindinfra.com

CIN: U4520112008PLC055771

ARVIND

Date: 10/03/2017

CERTIFICATE

This is to certify that Mr VISHAL M.G, MBA student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, MANGALORE, bearing USN No. 4LV15MBA40 had carried out a project work, title "CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR" at our organisation for a period of 2 months from 2nd January 2017 to 10th March 2017.

During the above period, we found him sincere and have shown lot of interest in acquiring and compiling information. Further we observed that he has used the experience gained at our organisation in completing his project work.

We wish him all the best in his future endeavours


10/3/2017
ARVIND INFRASTRUCTURE LIMITED
(SPORCIA PROJECT)

Registered Office: Naroda Road, Ahmedabad - 380009, India.

Corporate Office: 24, Govt. Servant's Society, Adj. Municipal Market, C. G. Road, Ahmedabad - 380009, India
T + 91 79 30170000 W www.arvindinfra.com

Site: 55, Pulpala Estate, Opp. Hindustan Petroleum Campus, Mahadevpura, Whitefield Road, Bangalore - 560048.
T + 91 80 32283333



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(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.

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

Email : principalalet08@gmail.com, Web:www.alet.org.in

15-05-2017

Certificate

This is certified that **Mr. Vishal M G** bearing **USN 4LV15MBA15** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Consumer Behavior on Real Estate Sector** is prepared by him under the guidance of **Prof. Reema Frank**, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Reema Frank
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Vishal M G, hereby declare that the Internship report entitled "**CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR**" with reference to "**ARVIND INFRASTRUCTURE PVT LTD**", prepared by me under the guidance of **Prof. Reema Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Rakeshmachatty, Sales executive, Arvind infrastructure Pvt Ltd.**

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

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

Place: Mijar

Date:

Vishal. m. g
Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Reema Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr Rakesh Machatty**, sales executive, **Arvind Infrastructure Pvt Ltd, Bangalore** for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Vishal M G)

USN: 4LV15MBA40

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EXECUTIVE SUMMARY

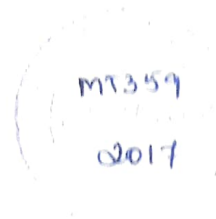
A project report titled "A Study on Consumer Behaviour on real estate sector in Arvind infrastructure Pvt Ltd, Bangalore". This will be helpful to get better representation what the consumers will observe about the product. It is faced with certain challenges. The need to be price competitive, safety, quality, adapting to latest technology, emerging and using new material for construction.

The project includes taking feedback from the prevailing consumers to identify their behaviour towards the service provided and product offered by the company.

A questionnaire is prepared to get particular information. It was collected from 100 consumers. The primary data collected with the help of questionnaire, opinion and interview. Secondary data collected through the company, website and journals.

R B. 57

Internship Report on
"Service quality of Honda two wheelers in Vibhashree motors chikodi "



Submitted By

Mr. VITTAL K MALI

USN: 4LV15MBA44

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Nagendra S

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Chetan v lagare

**Manager of Vibhashree
Motors Chikodi**



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017



TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. VITTAL KUMAR MALI (REG NO - 4LV15MBA44) a student of final year MBA of ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY MIJAR has completed his Project report on "SERVICE QUALITY" of HONDA TWO WHEELERS IN VIBHASHREE MOTORS CHIKODI from 02/01/2017 to 10/03/2017.

During his tenure with us he has executed his duties with complete dedication and enthusiasm. His willingness to learn and adopt makes him a valuable asset to any organization he may join in future.

We wish him all success in his future Endeavour.

PLACE - CHIKODI

FOR, VIBHASHREE MOTORS

DATE- 11/03/2017

For VIBHASHREE MOTORS

Authorized Signatory

Authorized Signatory

HONDA EXCLUSIVE AUTHORISED DEALER

VIBHASHREE MOTORS

271B Opp Bus Stand, N.M. Road, CHIKODI - 591 201. ☎: 08338-273689, Cell : 8884413648
TIN : 29131142746 Service Tax Reg. No. AAKFV6773 HSD001
E-mail vibhashreehonda@gmail.com



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

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


Date: 15-May-2017


Certificate

This is to certify that **Mr. Vittal K. mali** bearing USN **4LV15MBA44** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **"SERVICE QUALITY OF HONDA TWO WHEELERS IN VIBHASHREE MOTORS CHIKODI CITY"** is prepared by him under the guidance of **Dr. Nagendra S, Associate Professor**, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Nagendra S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

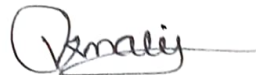
I, **VITTAL K MALI**, hereby declare that the Internship report on "**SERVICE QUALITY OF HONDA TWO WHEELERS IN VIBHASHREE MOTORS**" prepared by me under the guidance of Dr. Nagendra S, Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Chetan v lagare Vibhashree motors Chikodi .

I also declare that this Internship 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 twelve 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:18/5/2017


signature of the student

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide **Dr. Nagendra.S** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Chetan v lagare General manager of Vibhashree motors chikodi**, And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Place: Mijar

VITTAL K MALI

Date: 15/May/2017.

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EXECUTIVE SUMMARY:

The project was undertaken in Vibhashree motors Chikodi. The study has made to know "Service quality of Honda two wheelers" in Chikodi".

The project duration was ten weeks and the project dealt with studying the Service quality of Honda two wheelers. The project started with the induction program which acquainted me with the concept of service functions and gave me the overview regarding various aspects of the showroom. After having on overview as to how the showroom works, I started with the research on various dimensions of the organization. documents where provided to know about the showroom business divisions, location of offices, hierarchies, reporting relationship, welfare activities, safety measures followed, five decades journey of the showroom etc. after acquiring an insight about the organization, I prepared questionnaires to identify and analysis service quality.

The main objective of study was to major To Know the Service Quality of two wheeler towards Honda motors with respect to in plant training at "Vibhashree Honda motors chikodi".

100 samples customers have been selected by using random sampling method .The collecting information by survey method, data is tabulated and analyzed lastly conclusion and suggestions have been given.

The study concludes with a view that, attitude of customers towards SERVICE QUALITY OF HONDA TWO WHEELER IN VIBHASHREE MOTORS CHIKODI. Is an important factor for future development of Vibhashree motors.

19/5/17

INTERNSHIP REPORT ON
“A STUDY ON LEAVE AND PAYROLL MANAGEMENT AT GLOBAL
PRINTING AND PACKAGING CO, PVT LTD., BANGALORE”

BY

MALINI M.G

4AL15MBA46

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

Prof. Ravi kulkarni

Associate Professor

Department of MBA

AIET, Mijar, Moodbidri

EXTERNAL GUIDE

Mr. Avinash

HR manager

GPPCPL

Bangalore



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2015-2017

Global Printing & Packaging Co. Pvt. Ltd.



Date: 1st Mar. 2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Malini.M.G, USN 41Y15MBA46, Final year MBA student of Alva's college, myar, Moodabidri -574227 has completed her project work on "A study on leave and payroll management" in our organisation M/s. "Global Printing and Packaging Co. pvt ltd " A-83, Industrial Estate, Rajajinagar, Bangalore-560044 for a period of 2 months from 2nd January 2017 to 28th February 2017.

During this period she has done the work sincerely and her conduct was good.

We wish her success in her future endeavour.

Best Regards,



Amarnath B K
Director

[Amarnath B K]

Place: Bangalore

Date: 01-03-2017





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

Phone: 08258-262724 (O), 262725 (R), Telefax: 08258-262725

Email: principal@alvet08@gmail.com, Web: www.aet.org.in

15-05-2017

Certificate

This is certified that **Ms. MALINI M G** bearing **USN 4LV15MBA46** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on leave and payroll management on global printing and packaging Co. Pvt Ltd. Rajajinagar Bangalore** is prepared by her under the guidance of **Dr. Ravi Kulkarni, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr. Ravi Kulkarni
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

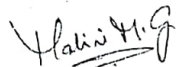
I, **MALINI M G.**, hereby declare that the Internship report entitled "**LEAVE AND PAYROLL MANAGEMENT IN GLOBAL PRINTING AND PACKAGING CO, PVT LTD.**" with reference to "**Rajajinagar Bangalore**" prepared by me under the guidance of **Prof.Dr. Ravi Kulkarni**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. Avinash HR manager of gobal printing and packaging co, pvt ltd.**

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

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

Place: Mijar

Date:



Signature of the student

ACKNOWLEDGEMENT

I, **Malini**, II year MBA student of **Alva's Institute of Engineering and Technology, Mijar, Moodbidri**, wish to express my 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 fulfillment of Master of Business Administration.

I'm extremely thankful to **Mst. avinash Sub-divisional engineer HR at GPPCPL, Bangalore**, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide **Dr. Ravi kulkarni, associate professor, Department of Business Administration**, for his valuable advice and guidance rendered to me complete this project successfully.

I'm deeply thankful to **Prof. Ramakrishna chadaga, Dean, Department of Business Administration** for his constant involvement and support during the project.

It gives immense pleasure to be thankful to **Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology**, for giving an opportunity to complete the project work.

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 co- operation extended during my project work.

MALINI.M.G
(4AL15MBA46)

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EXECUTIVE SUMMARY

The project entitled "A study on leave and payroll management in global printing and packaging company Pvt .Ltd." Rajajinagar industrial estate Bangalore is submitted in fractional satisfaction of the prerequisite of the respect of Master of Business Administration.

This project contains industry, company profile, SWOT analysis, objectives of the study, research methodology, analysis and interpretation, findings, suggestions and conclusion of the study.

This report includes the information about how leave pay policy is motivating an employee and accomplish the goal of the company. This study reports the results of the employee's response to the various pay policy in the organization. The outcomes are presented in the report. It shows the various factors which affect the employees at their workplace leading to leave and pay policy stature and their effects on the performance of the employees.

The data used in the report are collected with the help of questionnaires which were distributed among the employees at global printing and packaging company Pvt, Ltd. Data from 150 respondents were collected. The employees were also personally interviewed to obtain effective information. The data for the report were also collected from various secondary sources as well.

Internship Report on
A STUDY ON EMPLOYEE ENGAGEMENT AT SHAKTHI TECHNO
PRODUCTS (INDIA) PVT LTD, MANIPAL

Submitted By

ASHWINI

4AL15MBA05

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

Dr. R. Wranton ferez

Associate professor

MBA department

AIET Mjar

EXTERNAL GUIDE

Vasudev Nayak

Managing director

Shakthi techno Products

Pvt Ltd



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SHAKTHI TECHNO PRODUCTS (INDIA) PVT. LTD.

POWER FOR GENERATIONS

Mfg. of Power & Distribution Transformer

An ISO 9001-2008 Certified Company

Plot no : 4-C, Shivalli Ind. Area, Manipal-576 104, Udupi Dist. Karnataka
Ph. :0820 - 2573577 Fax : 0820 - 2573677 E-mail : shakthitechno@gmail.com

Ref. :

Date: 15.05.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ashwini , (Reg. No. 4AL15MBA05) is a student of MBA . Alva's Institute of Engineering And Technology Moodbidre (D.K) has undergone Industrial Training at SHAKTHI TECHNO PRODUCTS (INDIA) PVT.LTD., for a period of 68 Days from 02-01-2017 to 10-03-2017, in partial fulfillment of her course of study.

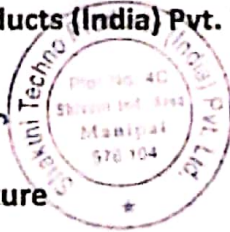
During this period, she has done the work sincerely and her conduct was GOOD.

We wish her success in her future Endeavour.

For Shakthi Techno Products (India) Pvt. Ltd.

Jagadish

Authorized Signature





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Date: 15-May-2017

Certificate

This is to certify that **Ms. ASHWINI** bearing USN **4LV15MBA05** is a bonafide student of Master of Business Administration course of the Institute (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Employee Engagement, A Study Conducted at Shakthi Techno Products(India) Pvt Ltd, Manipal**" is prepared by him under the guidance of **Dr. Wranton Perez**, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


15/05/17
Dr. Wranton Perez
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

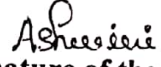
I, Ashwini, hereby declare that the internship report entitled "A Study on Employee Engagement with reference to Shakthi Techno Product Indian Pvt Ltd, Manipal" prepared by me under the guidance of Dr. R Wranton Perez, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Vasudev Nayak, Managing Director, Manipal.

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

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

Place: Mijar

Date:15/May/2017


Signature of the student

ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

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 am extremely grateful to my research guide, **Dr. R Wranton Perez** Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr. Vasudev Nayak**, Managing Director, **Shakthi Techno Product Indian Pvt Ltd** Manipal, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Ashwini)

USN:4AL15MBA05

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Executive Summary:

The objective of the project was to study, understanding the concept, studying the employee engagement procedures being followed by the company and examining the feedback received and giving reference of improvement on employee engagement at Shakthi techno product private limited. Employee engagement is associated with Executive many required outcomes. Such as job satisfaction, Intention to stay and job performance. Companies usually have lower a operating cost, higher profits and higher customer satisfaction with superior number of engaging employees. We also expose the roles and accountability in building a more engaged organization of the workforce. There some everyday events that can lead to better employee engagement. It begins with observing at the experience of a new employee and continues all through the employee experience. An engaged employee is identically by workplace behaviors such as losing track of time as they're so observed in the assessment at the pointer This is different from excessive ultimately in direction to give the impression of hard work but one is useful for the employer- employee relationship and one is not.

12/15/17

Internship Report on
**MARKET REACTION TO STOCK SPLITS-EVIDENCE FROM INDIAN STOCK
MARKET**

A STUDY CONDUCTED AT SHAREKHAN LTD, SHIVAMOGGA

BY

ASHWINI SA

USN: 4AL15MBA06



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

Prof. Dharmanand Montadka

Assistant Professor

Department of MBA

AIET, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Subbhayya

Branch Manager

Sharekhan Ltd.

Shivamogga.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017



Sharekhan

Your guide to the financial jungle

www.sharekhan.com

This is to certify that Mis. ASHWINI SA, Reg No. 4AL15MBA06, IV Sem. A student of Master of Business Administration (MBA) from ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY, MIJAR, MOODBIDRI, MBA Programme, has undertaken a project work titled "MARKET REACTION TO STOCK SPLIT - EVIDENCE FROM INDIAN STOCK MARKET" in Sharekhan Ltd., Shimoga from 02-jan-2017 to 10-03-2017 in our organisation.

She is successfully completed the project work and submitted the report on the same time.

During this period his enthusiastic and has appetite to learn. We wish her all the success in her work and future endeavors.



Mubashir Akhtar
Branch Manager.



Sharekhan Ltd.

Regd Office: 10th Floor, Beta Building, Lodha Think Techno Campus, Off. JVLR, Opp. Konjurmarg Railway Station, Konjurmarg (East), Mumbai - 400 042, Maharashtra.
Tel: 022 - 41150000 Fax: 022 - 47481899

Sharekhan Ltd.: BSE Cash INR011073351; FAO INR011073351; NSE - INR/NF231073330; CD - INE231073330; MCX Stock Exchange: CD - INE241073330 DP; NSDL IN-DP-NSDL-233-2003; CDIL IN-DP-CDIL 271 2004; PMS INR000000442; Mutual Fund: ARN 20449. For any complaints email at info@sharekhan.com; Investing in equities & currency derivatives involves risk. Please carefully read the risk disclosure document as prescribed by SEBI & relevant exchanges.

**BRANCH: 2nd Floor, Satish Arcade, Savilanga Road,
Shimoga - 577 201. Mobile: 90350 93140**



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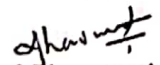
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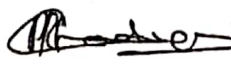
Date: 16-May-2017

Certificate

This is to certified that Ms. Ashwini S A bearing USN 4AL15MBA06 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on Market Reaction To Stock Splits-Evidence From Indian Stock Market: A Study Conducted At Sharekhan Ltd, Shivamogga is prepared by her under the guidance of Prof. Dharmanand Montadka, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Dharmanand. M
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I here, by declare that the **"Internship report on M/s. Sharekhan Ltd"** is a record of work carried out by me, towards partial fulfillment of the **requirement for MBA** course of Vishvesvaraya Technological University. This study is prepared by me under the guidance of **Prof. Dharmanand M, Assistant Professor**, Department of Management Studies, Alva's engineering and technology, Mijar and external assistance of **Mr. Subbhayya, Branch Manager, Sharekhan Ltd, Shivamogga.**

I also declare that this Internship work is towards partial fulfillment of the university regulation for the award of degree of **Master of Business Administration** by **Visvesvaraya Technological University, Belgavi.**

I have under gone internship for a period of We further declare that this report is based on original study undertaken by me and has not been submitted in for the award of any other degree or diploma of any other institute or university.

Date: 15/05/2017

Place: Mijar

Ashwini SA
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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Prof. Dharmanand**, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Subbhayya**, Branch Manager, M/S Sharekhan Ltd and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Ashwini SA

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EXECUTIVE SUMMERY

Stock splits play an active role in the economy and growth of the company. Securities exchange translates a stock part as an announcement of certainty by the organization. It translates part as a flag from the organization that it is certainty about its future development. A stock split or stock separation expands the quantity of shares in an organization. The cost is balanced with the end goal that the previously, then after the fact advertise capitalization of the organization continues as before and weakening does not happen. The prime reason of stock split is to diminish the market cost to the share, to draw in little financial specialists. As such, the organizations give more extensive and stable market to its stock. Share split is the main path through which an organization can increment or diminish the money profit per share proportionately. The study concluded that there is no impact of the stock splits announcement on the share prices of various the companies during the short term period.

The study has been undertaken at Sharekhan Ltd at Shivamogga. The study comprises the sample of 68 individual stocks listed in the National stock Exchange (NSE). This study takes into account historical stock split announcement of last 4 years. The price behavior for the stock split announcement for each of the four years and finally based on the average data of four years is studied and accordingly the conclusion is being drawn. As the figures of mean abnormal returns for post announcement period are positive for most of the windows in almost all the years under study and the result shows the insignificant impact on the stock split announcement on stock returns.

72/13/6

Internship Report on
**BEHAVIOUR OF INVESTORS FOR BONUS SHARE ANNOUNCEMENTS
IN INDIA**

A STUDY CONDUCTED AT PRIMER INVESTMENTS, UDUPI

BY

CHANDINI B V

USN: 4AL15MBA11

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa S

Associate professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Harish B

Business Partner

Premier Investments

Udupi, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2015-2017

Premier Investments

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Old Post Office Road,
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Udupi

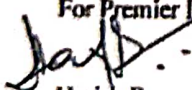
03/05/2017

CERTIFICATE

This is to certify that Miss.Chandini B V, (USN 4AL15MBA11), student of M.B.A. at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has done a project work on "Behaviour of Investors for Bonus Announcements in India : A Study Conducted at Premier Investments, Udupi " a franchisee of Motilal Oswal Securities Limited, Mumbai from 02nd January 2017 to 10th March 2017.

During this period, her conduct and performance were good.

For Premier Investments,


Harish B



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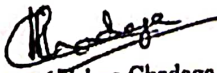
Date: 10-May-2017


Certificate

This is certified that Ms. Chandini.B.V bearing USN 4AL15MBA11 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on Behaviour of Investors for Bonus Share Announcements in India: A Study Conducted at Premier Investments, Udupi is prepared by her under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Chandini.B.V**, hereby declare that the internship report entitled "**Behavior of investors for bonus share announcements in India a study conducted at Premier Investments, Udupi**" prepared by me under the guidance of **Dr. Kushalappa S, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology** and External assistance by **Mr. Harish B, Branch Manager, Premier Investment Udupi**.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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: 15 /May/2017.

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 wish to express my heart full gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to Dr. Ramakrishna chadaga, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Kushalappa S**, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Harish b**, Branch Manager, Premier Investment, Udupi and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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EXECUTIVE SUMMERY

Investors give significance to announcement of bonus reports as it is an indicator of the future direction of the company and also reflects the financial performance of the company. . Extra offers are extra offers given to the present shareholders with no extra cost, in light of the quantity of offers that a shareholder claims. The reward issue has a tendency to bring the market cost per share inside a more famous range. This advances more dynamic trading; the nominal rate of profit tends to decrease.

The study has been undertaken at Premier Investment Udupi. The study comprises of 185 individual stocks listed in the Bombay stock Exchange (BSE) announced bonus during the period from 2012 to 2016. The study makes an attempt to analyze the performance of various stocks on the date of bonus announcement, during the past sixty days before the announcement and sixty days after the bonus announcement. The concept of impact of bonus announcement and capital market reaction, the literature review, the research methodology used, result of hypotheses tested are explained in detail.

Internship Report on
**“A STUDY ON CAPITAL BUDGETING DECISION AND TECHNIQUES AT
KARNATAKA SOAPS AND DETERGENT PRIVATE LTD., BANGALORE”**

BY

IMPANA S S

USN: 4AL15MBA22

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

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EXTERNAL GUIDE

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Manager (Accounts)

Mr. RAVI

Asst. Manager (A/ c)



Department of MBA

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Shobhavana campus, Mijar, Moodbidri

2015-2017

CIN : U85110KA1980SGC003871



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Karnataka Soaps & Detergents Limited
(A Government of Karnataka Undertaking)



No.KSDL/HRD/59[C]-A/2016-17/ 333

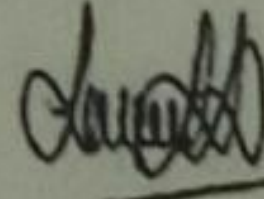
Date: 10.03.2017

CERTIFICATE

This is to certify that Ms.Impana Subbaiah, MBA student USN:4AL15MBA22 of Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidliri-574 225. Affiliated to Visvesvaraya Technological University, Belgaum has done " Internship"work in the field of "A Study on Capital Budgeting Decision and Techniques" at KS & DL, Bangalore-560 055, from: 02.01.2017 to 10.03.2017.

During her Internship work in our Company, we found her Character & Conduct to Very Good.

We wish her success in Life and Career.


11/3/17
ASST. GENERAL MANAGER
[Human Resource & Development]

LAXMAN. L.D
Asst. General Manager (HRD)
Karnataka Soaps and Detergents Ltd,
Bangalore-560 055

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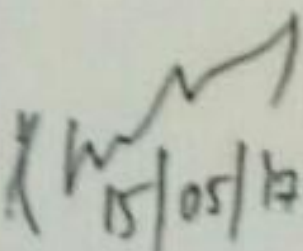
Email : principalaiet06@gmail.com, Web:www.aiet.org.in

Date: 15-May-2017

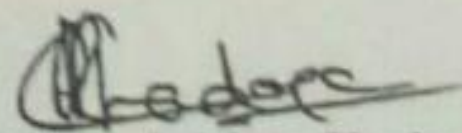
Certificate

This is to certify that, Ms. Impana .S.S bearing USN 4AL15MBA22, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

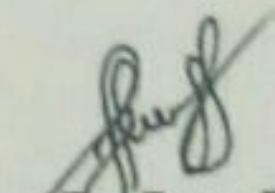
The internship report on "A Study on Capital Budgeting Decision and Techniques conducted at Karnataka Soaps and Detergent Pvt Ltd, Bangalore", is prepared by her under the guidance of Dr. R Wranton Perez, Associate Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


15/05/17

Dr. P Wranton Perez
Project Guide



Prof. P. Ramakrishna Chadaga
Dean - MBA



Dr. Peter Fernandes
Principal

DECLARATION

I, **Impana S.S**, hereby declare that the internship entitled, “**A STUDY ON CAPITAL BUDGETING DECISION AND TECHNIQUES AT KARNATAKA SOAPS AND DETERGENT PRIVATE LTD., BANGALORE**” is prepared by me under the guidance of Dr. R.Warnton Perez, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Sundarmurthy and Mr. Ravi Karnataka Soaps and Detergent Private Ltd., at Bangalore.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Date: 15-05-17

Impana

Signature of the student

ACKNOWLEDGEMENT

My profound thanks and deep sense of gratitude are due to authorities of **M/s Karnataka Soaps and Detergents Private Limited (KS&DL), Bangalore**, who gave me the opportunity for doing this project work at Bangalore.

I sincerely express my gratitude and thanks to Mr. Krishna, HRD, KS&DL, Bangalore for permitting me to carry out this internship. It's my duty to express my humble thanks to Mr. K.C. Sundermurthy (Account Manager) and Mr Ravi (Assistant Account Manager), KS&DL Bangalore, who assisted me and helped me in getting the project in shape by constantly supporting me with his valuable guidance and suggestions throughout the period of this project.

With all my sincerity and indebtedness, I thank Dr. Peter Fernandes, the Principal, Alva's Institute of Engineering and Technology, Mijar for his permission to carryout the project.

I take this opportunity to thank our beloved Prof. Ramakrishna Chadaga, Dean - MBA, Alva's Institute of Engineering and Technology, Mijar.

I also take this opportunity to express a great sense of gratitude towards our internal project guide Dr. R. Wranton Perez for providing me vital inputs to co-relate and provide a sound base for the successful completion of my report.

Impana S S

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EXECUTIVE SUMMARY

The internship, as it is an integral part of academic curriculum and for the partial fulfilment of requirement of MBA course under VTU, Belgaum. It was a great opportunity to learn the practical aspects of the business operations carried out in a manufacturing organization..

The Internship, "A STUDY ON CAPITAL BUDGETING DECISION AND TECHNIQUES AT KARNATAKA SOAPS AND DETERGENT PRIVATE LIMITED" was carried for a period of 10 weeks.

The main objective of the project is to study on the various capital budgeting techniques applied by Karnataka Soaps and Detergent Private Limited (KS&DL), to study and identify various parameters used while applying the capital budgeting technique. The evaluation of KS&DL's capital budgeting decisions and technique was done using ROI, ARR and comparison was done with the cash flows for a period of 5 years.

The first chapter gives the introduction about the internship topic chosen for the study, need and objective of the study, scope of the study, methodology adopted, literature review and limitation of the study.

The second chapter describes the industry profile and company profile. It includes the promoters, vision, mission, and quality policy followed with the products, areas of operation, infrastructure facilities, competitors' information, SWOT analysis, future growth and prospects and financial statement.

The third chapter describes the theoretical background of the study, elaborative information about the subject chosen for better understanding and its usage in the analysis.

The fourth chapter gives the detail about the analysis and interpretations in the study

The fifth chapter lists the findings of the study, suggestions provided and conclusion of the study.

12/13/16

Internship Report on
**A STUDY ON IMPLICATION AND USEFULNESS OF FUNDAMENTAL AND
TECHNICAL ANALYSIS IN STOCK MARKET: A STUDY CONDUCTED AT
ADITYA BIRLA MONEY, DHARWAD**

BY
JAYASHREE P KANOJ
4AL15MBA24



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

Under the guidance of

INTERNAL GUIDE

Dr. Nagendra.
Assistant Professor,
Dept. Of Business Administration,
AIET, Mijar

EXTERNAL GUIDE

Mr .Mahantesh S Hidikimath
Franchisee Relationship Manager
Broking & Distribution



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
Shobhavana Campus, Mijar, Moodbidri, Manglore Taluk, D.k -574225

2015-17



Aditya Birla Money Limited

(Franchisee)

F. K. PLAZA, Near Laxmi Theater, Opp: Galaxy Residency P.B. Road,
Dharwad-580008 Tel: +918362744481, 3290441

Date : 12-03-2017

CERTIFICATE

To whom so ever it may concern

This is to certify that Miss. Jayashree Prakash Kanoj MBA student of Alva's Institute Of Engineering And Technology, VTU University Belgaum, has undergone plant project training on "Fundamental & Technical analysis" at Aditya Birla Money Ltd, Dharwad. for the period of 66 days. from 02/01/2017 to 10/3/2017. We found her to be loyal and productive during her project work.

We wish her all success in future endeavors.

Mr. Mahantesh .S.H



Place: Dharwad



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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

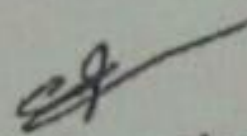
Email : principalaiet08@gmail.com, Web:www.alet.org.in

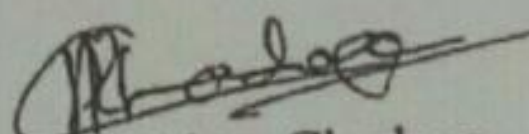
Date: 15-May-2017

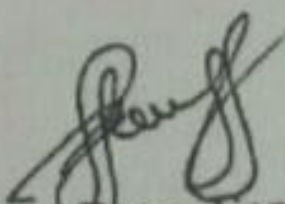
Certificate

This is to certified that **Ms. Jayashree Prakash Kanoj** bearing USN 4AL15MBA24 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Implications and Usefulness of Fundamental and Technical Analysis in Stock Market: A Study Conducted at Aditya Birla Money Ltd, Dharwad** is prepared by her under the guidance of **Prof. Nagendra S, Associate Professor, Department of MBA**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Nagendra
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

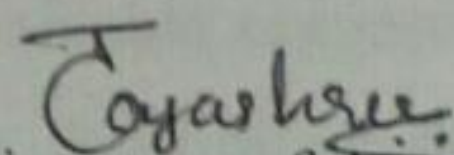
I, Jayashree p kanoj, hereby declare that the Internship report entitled "**Fundamental and Technical analysis of stocks**" with reference to "**Aditya Birla Money Limited, Dharwada** " prepared by me under the guidance of **Prof .Nagendra, Assistant Professor, Department of M.B.A, Alva's Institute of Engineering and Technology** and External assistant by **Mr. Mahanesh S Hidikimath, Franchisee Relationship Manager Broking & Distribution, Dharwad.**

I also declare that this Internship 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 Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Moodbidri

Date: 15/05/2017


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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to Mr. Ramakrishna Chadaga , Dean of Department of Business Administration.

I am deeply indebted to my faculty guide Dr.Nagendra, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestion. I wish to convey my whole hearted gratitude to Mr, Mahantesh S Hidikimath Franchisee Relationship Manager Broking & Distribution,Dharwad and his staff for granting permission and providing valuable information regarding the project.

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.

Jayashree P Kanoj

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EXECUTIVE SUMMARY

The summer project title "Fundamental and Technical Analysis" was conducted in Aditya Birla Money Ltd, Dharwada. Aditya Birla Money Ltd, a piece of Aditya Birla budgetary Services Group was consolidated in the year 1995 as Apollo Sindhoori Capital Investment Ltd. In March 2009, the company became a piece of Aditya Birla Group. Its Head office is in Chennai. This firm helped me to understand the perception of the investors towards equity shares form the interaction with the investors.

India is one of the quickest developing economies on the planet. It has developed as the world's quickest developing riches maker, on account of a light securities exchange and higher profit. The share trading system contribution to the Indian economy is huge. Government of India is getting huge amount of revenue from the stock market as investor in the stock market are in huge numbers as compared to previous years. The stock trade comes in the optional market. Stock trade performs exercises, for example, exchanging offer, securities. Stock broking industry is developing at a colossal rate, as an ever increasing number of individuals are pulled in towards stock trade with the expectation of making benefits.

According to the study numerous financial specialists well not mindful of the valuation of stocks, they have no clue about this. They don't even observe the company's execution regarding deals, benefit, income per share and so forth... they aimlessly put into the value offers. Numerous financial specialists contribute as indicated by the intermediaries see, their companions or relative are guidance, so I have finished the venture on Fundamental and Technical Analysis is valuable to share showcase speculators.

Internship Report on
A STUDY ON EMPLOYEE JOB SATISFACTION AT RAINBOW P.V.C
RIGID PIPES, MANIPAL

Submitted By

Ms. SHARAL JOVITA PEREIRA

4LV15MBA23

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Dr. R. Wranton Perez

Associate Professor

AIET, MIJAR

EXTERNAL GUIDE

Mr.K.M Mohammed Imran

Managing Director

Rainbow PVC Rigid Pipes

Manipal



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



MANUFACTURES OF RIGID P.V.C. PIPES

FACTORY & OFFICE PLOT NO.28D & E, INDUSTRIAL AREA MANIPAL - 576 104
Phone: (0820) 2571304, 2572676, 4291304

Date:10-03-2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss **SHARAL JOVITA PEREIRA**, bearing a Reg. No **4LV15MBA23** student of **Alva's Institute of Engineering and Technology, Mijar, Moodubidri** has attended the Project work in our organization on the topic "**EMPLOYEE JOB SATISFACTION**" for the practical purpose with Reference of **Rainbow Pipes Manipal** " from 02.01.2017.to 10.03.2017.

During the course of project work she has taken keen interest and acquired adequate knowledge about the Employee Job Satisfaction

Her conduct and character were found to be good during the project work.

The Management wishes her a very success and a bright future in her academic career.

For **RAINBOW PIPES**

MANAGING PARTNER

Partner

RAINBOW PIPES MANIPAL,



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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

Date: 15 May 2017

CERTIFICATE

This is to certify that **Ms. Sharal Jovita Pereira**, bearing **USN 4LV15MBA23**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

The Internship report on "**A Study on Employee Job Satisfaction at Rainbow Rigid PVC Pipes, Manipal**" is prepared by her under the guidance of **Dr. R Wranton Perez**, Associate Professor, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Dr. R Wranton Perez

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

Principal

DECLARATION

I, Sharal Jovita Pereira, hereby declare that the internship report entitled A Study on Employee Job Satisfaction at Rainbow Rigid P.V.C Pipes, Manipal prepared by me under the guidance of Dr.R.Wranton Perez, Associate Professor of MBA Department, Alva's Institute of Engineering and Technology and external guidance by Mr. Mohammed Imran, HR Manager, Rainbow Rigid P.V.C Pipes, Manipal.

I also declare that this internship 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 Ten weeks .I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date: 15.05.2017



Signature of the student

ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Mater of Business Administration.

I am extremely grateful to my research guide **Dr. R. Wranton Perez**, Assistant Professor, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr.K.Mohammed Imran**, HR Manager, Rainbow Rigid P.V.C Pipes, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr.PeterFernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faulty members of the department of Business Administration, Alva's Institute of Engineering and Technological, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Sharal Jovita Pereira)

USN: 4LV15MBA23

EXECUTIVE SUMMARY

The study was conducted at Rainbow Rigid PVC Pipes, manipal. The title of this project is Employee job satisfaction. This research was conducted for the 10 weeks and is submitted to the partial fulfilment of requirements of the award of master of business administration. The main aim of this study is to know the certain factors improve the job satisfaction level also bring good result for the company and to the individual career. And provide valuable suggestion to the company.

The project contains company profile and industry profile, objectives, needs, swot analysis, research methodology, data analysis and the interpretation, findings, suggestions and conclusion relating to this study.

A questionnaire was prepared to get relevant information. It was distributed to 200 employees in the organization. Where the primary data which was collected with the help of observation, Direct interaction with HR Manager, employees and with structured questionnaire and the secondary data which was collected with the help of magazines, company website, journals and library.

The research is conducted to get a clear idea about the job satisfaction level of the employees in the organization. The main objectives of this study are to identify the factor that influence the job satisfaction of the employees and provide valuable suggestion to improve the satisfaction level of employees and to know the satisfaction plays an important role in performance of the employees.

To increase the productivity of employees in the organization one has to appreciate the performance of the employees and also motivate to the employees as another outcome of this is the increased motivation among employees to work hard.

Internship Report on
"A STUDY ON USE OF TECHNICAL CHARTS IN STOCK TRADING"

Submitted By

Mr. KUMARA SHANKARAPPA LAMBANI

4LV15MBA42

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Prof. Dharmanand. M

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Miss. Sangeetha S Kamath

Proprietor

Religare Securities Limited

Moodbidri.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



WHOM SO IT MAY CONCERN

15/03/2017

This is to certify that Mr. KUMARA SHANKARAPPA LAMBANI (USN: 4LVI5MBA42) final year MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Mijar, Moodbidri (Affiliated to Visvesvaraya Technological University, Belagum), has undergone Project on the topic "USE OF TECHNICAL CHARTS IN STOCK TRADING" in our organization. His character and conduct is uniformly good. He deserves all the encouragement.

The duration of the project he has undergone is for 10 weeks from 02/01/2017 to 10/03/2017.

RELIGARE BROKING LTD.,
2nd Floor, 1st Stage, 1st Cross,
Moodbidri, District - 575 001
KARNATAKA

Authorized Signatory

Sangeetha S. Kamath
Proprietor
Religare Security Limited
Moodbidri
Mob: 9880172497



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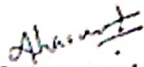
Email : principal@alvet@gmail.com, Web: www.alvet.org.in

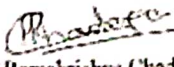
Date: 15-May-2017

Certificate

This is to certify that Mr. Kumara Shankarappa Lambani bearing USN 4LV15MRA42 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "A Study on Use of Technical Charts in Stock Trading" is prepared by him under the guidance of Prof. Dharmanand M, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Dharmanand M
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal


DECLARATION

I, Kumara Shankarappa Lambani, hereby declare that the Internship report entitled "A STUDY ON USE OF TECHNICAL CHARTS IN STOCK TRADING" with reference to "RELIGARE SECURITIES LIMITED" prepared by me under the guidance of Prof. Dharmanand. M, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Miss. Sangeetha S Kamath Proprietor, Religare Securities Limited. I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

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

Place: Mijar

Date: 15-5-2017


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.

Hereby I make a humble 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 am deeply indebted to my faculty guide Prof. Dharmanand M, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to Miss. Sangeetha S Kamath, Proprietor, Religare Securities Ltd, Moodbidri and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

KUMARA SHANKARAPPA LAMBANI

4LV15MBA42

EXECUTIVE SUMMARY

Prices of securities in the stock market change day-to-day on account of continuous buying and selling. Stock prices change in trends and cycles and are never steady. An investor in the stock market is interested in buying securities when the price is low and sell securities at a high price so as to get a good return.

Technical analysing aids in effectiveness the entry and exit from a specific stock. It totally based on the past trends for forecasting future price actions based on the study of charts. It aims at determining the suitable time to enter or leaving the market with help of technical indicators and charts.

Though the technical analysis tools can be applied to other market like commodities, currencies and bonds etc. Hence, the present study undertaken at RELIGARE SECURITIES LTD (RSL) Moodbidri, Mangalore is made to analyse the way of share price actions by using several tools of technical analysis. To achieve this objective of the study, top ten (10) market capitalization companies has been selected and analysed.

Internship Report on
"A STUDY ON SERVICE QUALITY OF MARUTI SUZUKI WITH SPECIAL
REFERENCE TO MANDOVI MOTORS PRIVATE LIMITED,
MANGALORE"

Submitted By
MAHENDRA
4AL15MBA34



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. Shiny Joseph
Asst Professor
Department of MBA
AIET, Mijar.

EXTERNAL GUIDE

Mr. Nerenki Parshwanath
Chief General Manager
Mandovi Motors Pvt Ltd
Mangalore.



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri, DK
2015-2017



MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED MARUTI SUZUKI DEALER)

Address: Oldy, Dharwad Road, Hargodanahalli, Mangalore - 575 001

Phone: 0824-241011/10147/10148/10149

Fax: 0824-2420877 E-mail: sales@mandovimotors.in and info@mandovimotors.in Website: www.mandovimotors.in

IN: 2040330141 C.I.T. - 30/10/2010 at 20:02:10 on 11.11.16. PAGE: 1/1



Ref: MANE/HRD/2017-18

Date: 05/05/2017

TO WHOM SO EVER IT MAY CONCERN

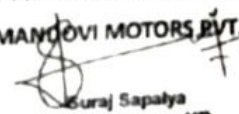
This is to certify that **Mr. Mahendra**, MBA Student from **Alva's Institute of Technology, Mijar**, bearing USN No: 4A15MBA34 has undergone the Project Work on "**A Study on Service Quality of Maruti Suzuki with special reference to Mandovi Motors, Mangalore**" in our organization from 02nd Jan 2017 to 10th Mar 2017.

During the tenure we found him to be sincere, hardworking and efficient with good Conduct and aptitude to gain knowledge.

We wish him all the success in his future career.

For Mandovi Motors Private Ltd

For MANDOVI MOTORS PVT. LTD.


Suraj Sapalya
Asst. Manager - HR

Asst Manager- HR

SERVICE ABOVE SELF

Surathkal: 0824-4256987 Adyar: 0824-2275123 Sullia: 08257-232317

Yeyyadi: 0824-2981220 Uppinangady: 08251 - 252123 / 129 B. C. Road : 08255-329123 Kadaba : 08251-260129 / 260365



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

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

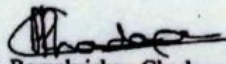
Date: 15-May-2017

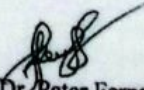
Certificate

This is to certify that **Mr. Mahendra** bearing **USN 4AL15MBA34** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A study on Service quality of Maruti Suzuki with special reference to Mandovi Motors Private Limited**" is prepared by him under the guidance of **Mrs. Shiny Joseph**, Assistant professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

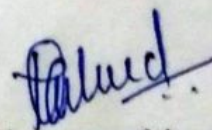
I, **Mahendra**, hereby declare that the Internship report entitled "**A Study on Service Quality of Maruti Suzuki with special reference to Mandovi Motors Pvt. Ltd, Mangalore**" prepared by me under the guidance of **Prof. Shiny Joseph**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Parshwanath Nerenki**, Chief General Manager, Mandovi Motors Pvt Ltd, Mangalore.

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

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

Place: Mijar

Date: 15-May-2017



Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide Prof. Shiny Joseph, Asst. Professor, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to **Mr. Nerenki Parshwanath**, Chief General Manager, Mandovi motors Private Limited, for granting permission and providing requisite information regarding the project.

I am thankful to Mr. Suraj Sapalya, Human Resource Manager, Mandovi motors Private Limited, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Mahendra

4AL15MBA34

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EXECUTIVE SUMMARY

A project report titled "A study on Service quality of Maruti Suzuki with special reference to Mandovi Motors Private limited, Mangalore". Mandovi motors private limited is one of the leading authorized dealers of Maruti Suzuki. Its operations spread all over Karnataka including Showrooms, Service centers, True values (for second hand sales). In automobile industry **service quality** plays vital role, customers select best showrooms to buy their vehicles who offer best services.

This study is based on the Service quality, the main aim of the study is to identify the service quality by using five dimensions of SERVQUAL and to identify the customer satisfaction towards the quality of service provide by the Mandovi.

A sample of 220 respondents was selected randomly to obtain first hand back and a questionnaire was prepared. Apart from this, company's records with respect servicing data relevant documents were used as secondary data. Appropriate, but simple analytical method like bar chart is used to analyze the data collected.

The findings shows that Mandovi motors provide best service experience to their customers by using five dimension of service quality. The majority of the respondents are highly satisfied with the service quality of Mandovi motors.

Internship Report on
A STUDY ON CUSTOMER SATISFACTION TOWARDS THE SUNDARAM
FINANCE AT SHIVAMOGGA”

Submitted By

Mr. Manjunath G R

4AL15MBA36

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. Reema Agnes Frank

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Athmanand

Sundaram Finance

Shivamogga



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SUNDARAM FINANCE

Enduring values. New age thinking.

SUNDARAM FINANCE LT.

First Floor, Shrija Arcade
First Parallel Road, Jayanagar,
BHALMOGA-577 203.

28th March, 2017

TO WHOM IT MAY CONCERN:

This is to certificate that Mr Manjunath G.R. a student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MOODIBIDRI MANGALORE Bearing UIN No. 44115MBA36 had carried out a project work title "A STUDY ON CUSTOMER SATISFACTION" at our organization for a period of 2 month from 1st January 2017 to 31st march 2017

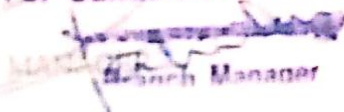
During above period, we found him sincere and have shown lot of interest acquiring and compiling information. Further we observed that he has used the experience gained at our Organization in completing his project work.

We wish him the very best in all his future endeavour

Thanking you .

With Regards,

For SUNDARAM FINANCE LTD
For Sundaram Finance Ltd.,


Manjunath G.R.
Branch Manager

Sundaram Finance Limited

Regd. Office: 21, Parallel Road, Chennai - 600 002. India PW: +91 44 2852 1181 Fax: +91 44 2850 6641 www.sundaramfinance.co
PAN: AAAC54944A EBN: E65191IN1954PLC002429



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (A)

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Shobhavara Campus, Myar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone: 08206-262724 (U), 262725 (P), Telefax: 08258-262726

E-mail: principal@alveti@gmail.com, Web: www.aet.org.in

Date: 15-MAY-2017

CERTIFICATE

This is to certify that **MR. Manjunath G R** bearing **USN 4AL15MBA36**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum. Internship report on "**A Study on Customer satisfaction towards Sundaram Finance**" is prepared by him under the guidance of **Prof. Reema Agnes Frank**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Reema Agnes Frank

Signature of Internal Guide

Prof. P. Ramakrishna Chadaga

Signature of HOD

Dr. Peter Fernandes

Signature of Principal

DECLARATION

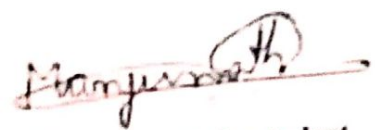
I, **Manjunath G R**, hereby declare that the Internship report entitled "**Customer satisfaction**" with reference to "**SUNDARAM FINANCE, Shivamogga**" prepared by me under the guidance of **Prof. Reema Agnes Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Athmanand, Sundaram Finance**.

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

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

Place: **Mijar**

Date: **15/May/2017**


Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Reema Agnes Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Athmanand**, Sundaram Finance, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Mr. Manjunath G R

USN: 4AL15MBA36

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EXECUTIVE SUMMARY

A project report titled "A Study on customer satisfaction towards Sundaram Finance Limited". The research is conducted to get a clear view about the comprehend the customer's fulfilment about managing an account administrations and items. This review will help banks to see, how a purchaser chooses, sorts out and deciphers the Quality of administration and item offered by banks. The main aim of this study is to understand the major attributes of customer satisfaction and decide the fundamental variables impacting the level of consumer loyalty in Sundaram Finance to provide a valuable suggestion to the company based on the study to improve the services of Sundaram Finance

A questionnaire was prepared to get accurate information. It was distributed to 150 customers of the Sundaram Finance. The primary data collected with the help of questionnaire and interview. Secondary data was collected through the company brochures, magazines, website and journals.

Internship Report on
A STUDY ON EMPLOYEE MORALE AND ITS IMPACT ON JOB SATISFACTION
AT RITTAL INDIA PVT LTD, Doddaballapura

Submitted By

Mr. Manoj N

4AL15MBA37

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. Reema Agnes Frank

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Ms. Pooja C G

Sr Executive HR

Rittal India Pvt LTD

Doddaballapura



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Date: 11-03-2017

Rittal India Private Limited
No. 23 & 24
KIADB Industrial Area
Veerapura
Doddabailapur-561 203
Bengaluru District

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☎ +91(0)80 3372 0866
✉ info@rittal-india.com
🌐 www.rittal-india.com
CIN: U31100KA1994FTC015641

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Manoj N (USN 4AL15MBA37), student of Second Year, MBA (HR & Marketing) from Alva's Institute of Engineering & Technology, Mijar has done internship in our organization, Rittal India Private Limited, for a period of Ten Weeks Months from January to March, 2017.

The internship was done on "A Study on Employee Morale and its Impact on Job Satisfaction".

During his internship, we found him sincere and hardworking. We wish him all the best in his future endeavors.

For Rittal India Pvt Ltd

Pooja C G
Human Resources



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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

Date: 15- MAY- 2017

CERTIFICATE

This is to certify that **Mr. Manoj N** bearing **USN 4AL15MBA37**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "**A Study on Employee Morale and its impact on Job satisfaction**" is prepared by him under the guidance of **Prof. Reema Agnes Frank**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Reema Agnes Frank

Signature of Internal Guide

Prof. P. Ramakrishna Chadaga

Signature of HOD

Dr. Peter Fernandes

Signature of Principal

DECLARATION

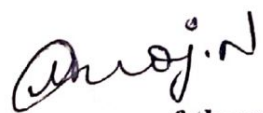
I, **Manoj N**, hereby declare that the Internship report entitled “**Employee Morale and its impact on Job satisfaction**” with reference to “**RITTAL INDIA PVT LTD, Doddaballapura**” prepared by me under the guidance of **Prof. Reema Agnes Frank**, faculty of MBA Department, Alva’s Institute of Engineering and Technology and external assistance by **Ms Pooja C G, Sr executive HR, RITTAL INDIA PVT LTD**.

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

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

Place: Mijar

Date: 20/5/2017


Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Reema Agnes Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Dinesh A U, GM-HR & Admin, Ms. Pooja C G, Sr executive HR** and all **HR Staff members, RITTAL INDIA PVT LTD**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Mr. Manoj N

USN: 4AL15MBA37

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EXECUTIVE SUMMARY

A project report titled "A Study on employee morale and its impact on job satisfaction at Rittal India Pvt LTD Doddaballapura, Bangalore". The research is conducted to get a clear view about the employee morale and their job satisfaction level of the employees. The main aim of this study is to know the level of morale of the employees working in Rittal India Pvt LTD and to provide a valuable suggestion to the company based on the study.

A questionnaire was prepared to get accurate information. It was distributed to 100 employees in the organisation. The primary data collected with the help of questionnaire, observation and interview. Secondary data was collected through the company brochures, magazines, website and journals.

Internship Report on
**"A STUDY ON PERFORMANCE APPRAISAL AT KARNATAKA SOAPS AND
DETERGENTS LIMITED, BANGALORE"**

By
MONISHA.S.

USN: 4AL15MBA43

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Shiny Joseph
Department of Business Administration
A.I.E.T, Mijar

EXTERNAL GUIDE

Sri. T. Krishna Shetty
HRD officer
Karnataka Soaps & Detergents
Limited



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

CIN : U85110KA1980SGC003871



ಕರ್ನಾಟಕ ಸಾಬೂನು ಮತ್ತು ಮಾರ್ಜರ್ ನಿಯಮಿತ
(ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಸ್ವಾಮ್ಯಕ್ಕೆ ಒಳಪಟ್ಟಿದೆ)

Karnataka Soaps & Detergents Limited
(A Government of Karnataka Undertaking)



No.KS&DL/HRD/59[C]-A/2016-17/ 338

Date:10.03.2017

CERTIFICATE

This is to certify that Ms.Monisha.S, MBA student USN:4AL15MBA43 of Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar,Moodbidhri -574 225. Affiliated to Visvesvaraya Technological University, Belgaum, has done "Internship"work in the field of "A Study on Performance Appraisal" at KS & DL, Bangalore-560 055, from:02.01.2017 to 10.03.2017.

During her Internship work in our Company, we found her Character & Conduct to Excellent..

We wish her success in Life and Career.

ASST.GENERAL MANAGER
(Human Resource & Development)

LAXMAN. L.D

Asst. General Manager (HRD)
Karnataka Soaps and Detergents Ltd,
Bangalore-560 055

ಕರ್ನಾಟಕ ಸಾಬೂನು ಮತ್ತು ಮಾರ್ಜರ್ : ಸಂ.27, ಇಂಡಸ್ಟ್ರಿಯಲ್ ಸಬುರ್ಬ್, ಬೆಂಗಳೂರು-ಪುಣೆ ಹೆಚ್ಚು, ರಾಜಾಜಿನಗರ, ಬೆಂಗಳೂರು-560 055, ಭಾರತ
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Phone : 08258-262724 (O), 262725 (P), Telefax: 08258-262726
Email : principalaiet08@gmail.com, Web: www.aiet.org.in

Date: 15-May-2017

Certificate

This is to certify that **Ms. Monisha S** bearing **USN 4AL15MBA43** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A study on Performance Appraisal at Karnataka Soaps and Detergent Limited**" is prepared by her under the guidance of **Mrs. Shiny Joseph, Assistant professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **Monisha.S**, hereby declare that the internship entitled, “**A STUDY ON PERFORMANCE APPRAISAL AT KARNATAKA SOAPS AND DETERGENTS LIMITED, BANGALORE**” is prepared by me under the guidance of Prof. Shiny Joseph, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Sri. T.Krishna Shetty Karnataka Soaps and Detergents Ltd., at Bangalore.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Date: 22/5/2017



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 thankful to **Sri.T Krishna**, HRD officer in Karnataka Soaps And Detergents Limited, Bangalore and his staff for granting permission and providing requisite information regarding the project.

I am deeply indebted to my faculty guide **Prof. Shiny Joseph**, Senior Associate Professor, Department of Business Administration, for her regular supervision and valuable suggestions.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset, I would like to acknowledge my gratitude to **Prof. Ramakrishna chadaga**, Dean of Department of Business Administration.

It's my privilege to thank our respected 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.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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EXECUTIVE SUMMARY

A project report titled "A STUDY ON PERFORMANCE APPRAISAL AT KARNATAKA SOAPS AND DETERGENTS LIMITED, BANGALORE"

Performance appraisal exists in all the organization. It is very essential and effective way to evaluate an employees in the organization in order to raise the satisfaction and morale of the employees towards the organization, though its applications are very useful in present era.

Top administration in any of the organization cannot have the track on each and every employees in the association. So in order to have an easy flow in the organization, performance appraisal technique is been adopted.

Karnataka Soaps and Detergents Limited are using rating scale technique to appraise the performance of individual in the organization. Performance refers to how efficiently and effectively an individual can display and perform a particular task within a specific period of time.

The project is about studying the satisfaction level of employees of KS&DL regarding the performance appraisal practiced in the company. My survey was restricted for a period of 10 weeks. In this particular period whatever the information is been gathered for this study has been analyzed and interpreted. The data sequence is collected by the employees.

When the data is been investigated and the outcomes was a successful classification which is followed for performance appraisal in KS&DL. This survey has helped a lot in understanding the performance appraisal in practical as well as in a realistic application.

Internship Report on
"Visual merchandizing and its impact on customer buying decision"



Submitted By

Mr. Basavaraj vakrani

USN: 4AL15MBA07

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

Dr. Ravi kulkarni

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Prathap YT

Manager of Kanva mart

Gangavathi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

RBY


DATE: 10.03.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Basavaraj Vakrani (4AL15MBA07) a MBA student of "Alva's institute of Engineering and technology", Moodbidri has successfully completed, His project work and internship On "Visual merchandizing and its impact on customer buying decision" Kanva mart Gangavathi". From 02nd January, 2017 to 10th March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him every success in life



Prathap Y S

Manager of Kanva mart

Gangavathi

Kampli road Gangavathi -583227 Contact No: +91 7204568519



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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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

Date: 15-May-2017

Certificate

This is certified that **Mr. Basavaraj Vakrani** bearing USN 4AL15MBA07 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Visual merchandizing and its impact on customer buying Decision**" is prepared by him under the guidance of **Dr. Ravi Kulkarni**, 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, Belgaum, and Karnataka.

Dr. Ravi Kulkarni,
Project guide

Prof. P. Ramakrishna Chadaga
Dean MBA

Dr. Peter Fernandes
Principal


Declaration

I, **Basvaraj vakrani**, hereby declare that the internship report entitled "**Visual merchandizing and its impact on customer buying decision**" with reference to **Kanva mart Gangavathi**. Prepared by me under the guidance of **Dr. Ravi kulkarni**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Prathap YT, manager of Kanva mart Gangavathi**.

I also declare that this internship 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 five 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: 16/May/2017.

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide **Dr. Ravi kulkarni** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Prathap YT. Manager of Kanva Mart Gangavathi** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Basavaraj vakrani.

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Executive summary

Project report title "Visual merchandizing and its impact on customer buying decision". Kanva mart Gangavathi. The research is conducted to get a clear view about how visual merchandizing impact on customer buying behaviour. The aim of the study is to know the customers opinion of Visual displays considered during purchase and know determine factors of visual merchandise and impact on customer buying decision. As well as to study how visual merchandise urge the buying decision. At Kanva mart retail outlet Gangavathi and provide valuable suggestion to company based on the study.

The questionnaire was prepared to get accurate information. It was distributed to 120 customers in the Kanva mart outlet. Primary data collected with the help of questionnaire and interview. Secondary data collected through company broucher, Magazines and journals.

RBG

Internship Report on
"A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL
TOWARDS VRL PASSENGER TRAVEL IN HUBBALLI"

By

Mr. GANGAPPA HADAKAR

4AL15MBA20

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. Shiny Joseph

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE:

S.G. PATIL

Vice president (HRD)

VRL logistics Pvt LTD

Hubballi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Regd. & Admn. Office :
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HUBBALLI - 581 207 Karnataka State
Phone : 0836 2237613
Facsimile : 0836 2237614
e-mail : varurho@vrllogistics.com

2ND MARCH 2017

CERTIFICATE

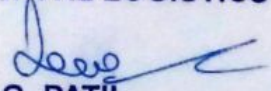
This is to Certify that Mr.Gangappa Hadakar, M.B.A. IV Semester student of "Alva's Institute of Engineering and Technology, Department of MBA, Shobhavana Campus, Mijar, Moodbidri" has successfully completed the Internship Project on "A Study of Customer Preference and Satisfaction Level towards VRL passenger Travel in Hubballi" in our Organisation for the period from 02.01.2017 to 02.03.2017.

During the period of Project Work he bears a good moral character.

We wish all the best in his future life.

Thanking you,

Yours faithfully,
For VRL LOGISTICS LTD.,


S.G. PATIL
VICE PRESIDENT (HRD)

Corporate Office : Giriraj Annexe Circuit House Road HUBBALLI - 580 029 Karnataka
Phone : 0836 2237511 Fax : 0836 2256612 e-mail : headoffice@vrllogistics.com
Customer Care : HUBBALLI ☎ 0836 - 2307800 e-mail : customercare@vrllogistics.com
Website : www.vrllogistics.com CIN : L60210KA1983PLC005247



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Email: principal@alvet08@gmail.com, Web: www.alvet.org.in


Date: 15-May-2017


Certificate

This is to certify that **Mr. Gangappa Hadakar** bearing USN **4AL15MBA20** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A study on customer preference and satisfaction level towards VRL passenger travel**" with reference to "**VRL Logistics Ltd, Hubballi**" is prepared by him under the guidance of **Mrs. Shiny Joseph, Assistant professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Shiny Joseph**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. S.G. PATIL (vice president (HRD) VRL logistics Ltd**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(**Mr. GANGAPPA HADAKAR**)

USN: 4AL15MBA20

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Executive summary

In this research I have survey on customer preference and satisfaction level towards VRL passengers travel. During this research I have interacted with many passengers of "Hubballi". After this research I came to know how passengers are satisfied with variables like price, quality, advertisement, satisfaction, punctuality, cleanliness, service etc. I also came to know which particular traveller is most preferred by passengers of different age groups. In this research I have surveyed that how frequently and how long they been using VRL service.

Objectives of the research is to know about the customer preference level and customer satisfaction level associated with the VRL passenger travel, to increase customer satisfaction and recapture the market share by fulfilling the customer needs. This project is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of satisfaction and preference by the passengers. The data had been used to cover various aspects like customer's preference and customer's satisfaction regarding VRL passenger travel.

Internship Report on
A STUDY ON COMPETITIVE ADVANTAGE IN ORGANISED RETAIL
INDUSTRY WITH REFERENCE TO MYSURU

Submitted By

Mr. KARTHIKGOWDA H A

4AL15MBA26

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

GURUDATT SOMAYAJI

Faculty

MBA Department

AIET, Mijar.

EXTERNAL GUIDE

Mr. RAGHAVENDRAN V

You-nique talent hub

Mysuru.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Ref No: 2017/MR/Con/291

Date: 09-05-2017

CERTIFICATE

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- Kochi and
- Kolkata

To whomsoever it is concern

It is hereby certified that **KARTHIK GOWDA HA** bearing **USN 4AL15MBA26** student of the Master of Business Administration course of the Alva's Institute of Engineering and Technology, Mijar (2015-2017), affiliated to Visvesvaraya Technological University, Belgavi, have undergone internship and submitted a report on **"COMPETITIVE ADVANTAGE IN ORGANIZED RETAIL INDUSTRY WITH REFERENCE TO MYSORE"** is prepared by her under the guidance of **Mr. Raghavendran V, Director** from period on 2nd Week of December 2016 to 2nd Week of February 2017.

His conduct and discipline was satisfactory

Yours truly,

Yours truly,

FOR YOU-NIQUE TALENT HUB

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

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

Date: 15 May 2017

CERTIFICATE

This is to certify that **Mr. KARTHIK GOWDA HA** bearing **USN 4AL15MBA26**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "A Study on "COMPETITIVE ADVANTAGE IN ORGANISED RETAIL INDUSTRY WITH REFERENCE TO MYSORE" is prepared by him under the guidance of **Prof. Gurudatt Somayaji**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Gurudatt Somayaji

Project Guide


Prof. P. Ramakrishna Chadaga

Dean -MBA


Dr. Peter Fernandes

Principal

DECLARATION

I, **KARTHIK GOWDA H A.**, hereby declare that the Internship report entitled "**A STUDY ON COMPETITIVE ADVANTAGE IN ORGANISED RETAIL INDUSTRY WITH REFERENCE TO MYSURU**" prepared by me under the guidance of **GURUDATT SOMAYAJI**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. RAGHAVENDRAN V** You-nique talent hub Mysuru.

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

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

Place: Mijar

Date: 15-05-2017

Karthik Gowda H A
Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr. RAGHAVENDRAN V, Managing Director**, You-nique talent hub Mysore for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(**KARTHIK GOWDA H A**)

USN: 4AL15MBA26

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EXECUTIVE SUMMARY

A project report titled “A Study on competitive advantage in organized retail industry with reference to Mysuru. This main purpose of the study is to know how the retail stores competitive advantage in the retail sector. The primary information was obtained by questionnaire and survey method, the secondary data was collected from the journals, internet. The information collected from the above sources is represented in the form of a bar graph.

From the study it was found that retailers are able to provide more information with the help of the retail stores. Mysuru is a place which is growing very rapidly which can be witnessed by the existence of malls which in turn portrays the growth of the retail sector. By the above statement it can be seen that due to the increase in the retail stores consumers have wide range of opportunities to evaluate the product and buy the best they have.

Internship Report on
“A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING
PERCEPTUAL MAPPING TECHNIQUE”

By

Mr. KARTHIK MB

4AL15MBA27



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

Dr. Guru Basava Aradhya S

Associate Professor

Department of Business Administration

AIET, Mijar



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



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

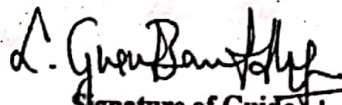
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


Date: 15-May-2017

CERTIFICATE

This is to certify that Mr. KARTHIK MB bearing USN 4AL15MBA27, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on "A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING PERCEPTUAL MAPPING TECHNIQUE" is prepared by him under the guidance of Dr. Guru Basava Aradhya S, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Guide
15/5/17
Dr. Guru Basava Aradhya S


Signature of HOD
Prof. P Ramakrishna
Chadaga


Signature of Principal
Dr. Peter Fernandez

DECLARATION

I, **KARTHIK MB**, hereby declare that the Internship report entitled "A STUDY ON INSURANCE COMPANY IN MYSURU DISTRICT USING PERCEPTUAL MAPPING TECHNIQUE" with reference to "Mysuru" prepared by me under the guidance of **Dr. Guru Basava Aradhya S**, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

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

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

Place: Mijar

Date: 15-May-2017

Karthik . m.B

Signature of the student

USN: (4AL15MBA27)

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Dr. Guru Basava Aradhya S**, Department of Business Administration, for her regular supervision and valuable suggestions.

It's my privilege to thank our Principal **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I am deeply indebted to **Mr Raghavendran Venugopal**, for granting permission and providing requisite information regarding the project.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. KARTHIK MB)

USN: 4AL15MBA27

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Executive summary

Insurance is mainly towards to cover the unseen and feature circumstance by taken up Insurance policy the impact of risk is either fully compensated or partially transfer. The main revenue for any Insurance company is the premium paid by the customer the probability of the risk which can be accrued is the feature. The study was conducted on all the insurance companies in Mysuru district to know performance of the companies is report also strategies about the perception of consumer towards the insurance sector. It is found that customer mainly buy the insurance policy due to the marketing strategies by them.

Price is one of strategies used by the companies to placed various insurance products among the pricing strategies adopted by the companies of their do not tend to reed and understand the rules and regulation of the Insurance policies. Their four customers at times endue choosing though Insurance policies which are in concentric whether objective buying Insurance.

36
Internship Report on

**"A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION
TOWARDS TSS SUPERMARKET SIRSI, UTTAR KANNADA"**

Submitted By

Mr. Mallikarjun G Naik

4AL15MBA35

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

Gurudatt Somayaji

Department of MBA, AIET, Mijar

EXTERNAL GUIDE

Ravindra Hegde, Marketing

Manager, TSS supermarket Sirsi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



The Totgars' Co-operative Sale Society Ltd.,

SIRSI - 581 402 (Uttara Kannada) Karnataka State

(ISO-9001:2000/2008 certified Co-operative)

☎ (08384) 236371, 236007

Fax: (08384) 236579

website: www.tssindia.in

e-mail: tss@tssindia.in



Ref No 589/10/2017/18



Date: 15-05-2017

CERTIFICATE

This is to certify that MR.MALLIKARJUN G NAIK student of MBA in ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project from 2-01-2017 to 10-03-2017. During this period his conduct is satisfactory and has taken all necessary information about our organisation for the completion of his project report.

For The Totgars' Co-operative
Sale Society Ltd., Sirsi (U.K.)


General Manager



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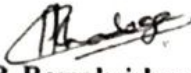
Date: 15-May-2017

CERTIFICATE

This is certified that **Mr. Mallikarjun G Naik** bearing **USN 4AL15MBA35** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

Internship report on "**A Study on Customer satisfaction and perception towards TSS supermarket SIRSI (Uttar kannada)**" is prepared by him under the guidance of **Prof. Gurudatt Somayaji, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum.


Prof. Gurudatt Somayaji
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

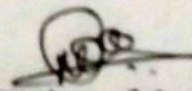
I, **Mallikarjun G Naik**, hereby declare that the internship report entitled "**A Study on customer satisfaction and perception towards TSS Supermarket**" prepared by me under the guidance of **Prof. Gurudatt Somayaji**, faculty of MBA Department, Alva's Institute of Engineering and Technology and External guidance by **Mr.ravindra hegde**, Marketing manager TSS Ltd Sirsi

I also declare that this internship work is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

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

Place: Mijar

Date: 16-05-2017


Signature of the student

ACKNOWLEDGEMENT

I would like to assemblage my whole hearted gratitude to all who have encouraged me and helped me to complete this project work and I would like to extend my thank to various departments heads of the company .

I would like to express my sincere thanks to Mr. Ravindra Hegde, manager of SIRI for spending his treasured time.

I would like to express my sincere thanks to **Prof.Ramakrishna Chadaga**, Dean MBA program for his direction and motivation

I am very grateful to **Prof.Gurudatt Somayaji** my internal guide for the direction and encouragement during the course of my project

I am grateful to Principal, Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar

(Mr. Mallikarjun)

USN: 4AL15MBA35

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EXECUTIVE SUMMARY

This study is made to concentrate on Customer satisfaction and Perception towards TSS supermarket SIRSI. It considers history of the organization ownership pattern, background, vision and mission of the company, organization chart, competitor's information of the TSS organization.

The study is based on the information collected from the respondents through the questionnaire. The data analysis is presented through graphs and on the basis of answer given by the employees. Findings and suggestion are given based on that analysis.

This research work also render precious recommendation to the organization to active on those areas identified where the possibility for growth exist, which could assist the future improvement of the company. Finally I find that TSS supermarket is one of the most leading businesses in Sirsi area.

Internship Report on
“A STUDY ON PROFITABILITY AND IMPACT ON STOCK RETURNS”

By

Mr. MONISH GOWDA

4AL15MBA42

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

Dr. NAGENDRA

Associate Professor

Department of Business Administration

AIET, Mijar



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Certificate

This is to certify that **Mr, Monish Gowda R, USN (4A15MBA42)** student of the second year of mba (finance) from Alva's Institute Of Engineering And Technology, mijar has done intrenship in our organisation, Angel Broking, for the period of ten week months from january to march 2017.

The internship was done on **"PROFITABILITY AND IMPACT ON STOCK RETURNS"** in Angel Broking Bangalore

During his intership, we foundhim sincere and hardworking we wish him all the best in his future endeavours.

A handwritten signature in black ink, appearing to read "Harsha . N".

Harsha . N

(Assistant finacial analyst)

HSR LAYOUT SECTOR NEAR FASHION INSTITUTE OF TECHNOLOGY 4TH SECTOR
BANGALORE-43



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

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


Email : principal@iet08@gmail.com, Web www.iet.org.in


Date: 15-MAY-2017

Certificate

This is certified that **Mr. MONISH GOWDA R** bearing **USN 4AL15MBA42** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **"PROFITABILITY AND IMPACT ON STOCK RETURN"** is prepared by him under the guidance of **Dr, NAGENDRA**, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Nagendra.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

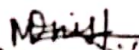
I, MONISH GOWDA R, hereby declare that the Internship report entitled "A STUDY ON PROFITABILITY AND IMPACT ON STOCK RETURNS" with reference to "BEANGALORE" prepared by me under the guidance of Dr. NAGENDRA, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

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

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

Place: Mijar

Date: 15-5-17


Signature of the student

USN: (4AL15MBA42)

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Dr. NAGENDRA** , Department of Business Administration, for her regular supervision and valuable suggestions.

It's my privilege to thank our Principal **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof.P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. MONISH GOWDA R)

USN: 4AL15MBA42

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EXECUTIVE SUMMARY:

Stock Market returns are the returns that the investors generate out of the stock market. these returns could be in the form of a profit through trading or in the form of dividends given by the company. Stock market returns are not fixed ensured return and are subject To market risk. They may be positive or negative. The stock market consists of primary Segment and the secondary segment. New issue in the primary market and outstanding Securities are traded in the secondary market. Stock returns are a weighted average of Average stock returns and the rate of adjustment in the price of intangible assets. With Weights connected to the book-to-market ratio.

The NSE is a ringlets, national, computerized exchange. The NSE has two segments the Capital market segments and the wholesale debt market segment. The Capital market Segment covers equity. Convertible debentures, and retail trade in non-convertible Debenture. The Wholesale Debt Market segment is a market for high value transaction in Government securities. PSU bonds, commercial papers, and other debt instruments The BSE is one of the oldest organized exchanges in the world with a long, colorful, and Chequered history.

RBG

Internship Report on
"A STUDY ON DEALER SATISFACTION ON RATNA CEMENTS"



Submitted By

-Mr. Ningaraj Chippalakatti

4LV15MBA43

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

Dr. Guru Basava Aradhya S

Associate Professor



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Ratna Cements (Yadwad) Limited

FACTORY ADDRESS:

Survey No. 251/1, Yadwad Village - 591136

Gokak Taluka, Belgaum Dist,

Tel : 08334-292020 Email : ratnacemnts@rediffmail.com

DATE: -14-03-2017

TO WHOM SO EVER IT MAY CONCERN

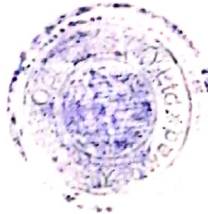
This is to certify that **Ningaraj B Chippalakatti**, Reg.No.4LV15MBA43, MBA 2nd year student of "Alva's Institute of Engineering and Technology" has successfully carried out the project work entitled on "DELAR SATISFACTION" during the period from 02 Jan 2017 to 10 Mar 2017.

He has successfully completed his project work in allotted time.

We wish him all success.

For RATNA CEMENTS (Y) LTD, YADWAD


VICE PRESIDENT (W)



Purchase Dept : rcyl.purchase@gmail.com. Accounts Dept : accounts.rcyl@yahoo.in



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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


Email : principalalet08@gmail.com, Web:www.alet.org.in


Date: 15-May-2017


CERTIFICATE

This is to certify that **Mr. Ningaraj Chippalakatti** bearing **USN 4LV15MBA43**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on "**A STUDY ON DEALER SATISFACTION ON RATNA GOLD CEMENT YADAWAD**" is prepared by him under the guidance of **Dr. Guru Basava Aradhya S**, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature Guide
Dr. Guru Basava Aradhya S
15/5/17


Signature of HOD
Prof. P Ramakrishna
Chadaga


Signature of Principal
Dr. Peter Fernandez

DECLARATION

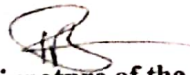
I, **Ningaraj Chippalakatti**, hereby declare that the Internship report entitled "A STUDY ON DEALER SATISFACTION ON RATNA CEMENTS " with reference to "RATNA CEMENTS YADWAD" prepared by me under the guidance of **Dr. Guru Basava Aradhya S**, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

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

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

Place: Mijar

Date: 15-May-2017


Signature of the Student
Ningaraj Chippalakatti
USN: 4LV15MBA43

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Dr. Guru Basava Aradhya S.**, Associate Professor, Department of Business Administration, for her regular supervision and valuable suggestions

I am deeply indebted to **Mr. Shrikant, Godi (HR Manager) Ratna cement Ltd ,Yadawad.** for granting permission and providing requisite information regarding the project.

It's my privilege to thank our Principal **Dr. Peter Fernandez** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri..

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Ningaraj Chippalakatti)

USN: 4LV15MBA43

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Executive summary

Construction Industry this one of the pillar of Indian economy if a country is to be considered as developed country it is only because infrastructure and standard of the living of the people that's construction play an important role in of a Nation.

Ratna Cement is one of the past growing brand in North Karnataka the company is holding good market share which is the good effort made by the company management and executives we can conclude that supply and quality factors fetching to the movement of brand, the company is having good dealer network and it is making a good relation with them that is the service rate of the company good costly with ideal promotional strategy and satisfactory level of dealers the company can grow become a market leader in future.

Ratna Cement is one of the premier cements available in the market, the study was conducted to understand the satisfaction level of dealers Ratna Cement it was found that price, packing and brand image for the product was excellent compare to other brands in the market. It is also found that high availability of product and awareness created by them was excellent, Ratna Cement out prepared other brands in the fitness and packing.

12/07/17

Internship Report on
"A STUDY ON DEALERS PREFERENCE TOWARDS MYSORE POLYMER
ANDRUBBER PRODUCTS LTD (MYPOL) TUBES"

Submitted By
Mr. Dhananjaya NC
4AL15MBA18



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:

Mrs. Shiny Joseph
Assistant Professor
Department of MBA
AIET, Mijar

EXTERNAL GUIDE

M. Nagabhushana
AGM-Marketing
*ksp
Mysore



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri, DK
2015-2017

Mysore Polymers & Rubber Products Limited
20P, K.R.S. Road, Metagan, Mysore, 570 016, Karnataka, India
p: 91 821 664 3000 f: 664 3199
e: info@mypol.in, www.mypol.in
U25111KA1981PLC004112



MYPOL

Date: 05.03.2017

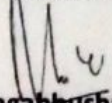
CERTIFICATE

This is to certify that Mr Dhananjaya N C (USN 4AL15MBA18), MBA student from Alvas Institute of Engineering & Technology, Mijar, Moodbidre has completed his project report on "A STUDY ON DEALER PREFERENCE TOWARDS MYPOL TUBES" in our organization from 2nd January to 2nd March 2017 at our organization, for the partial fulfillment of MBA course.

He was found to be sincere to the work assigned and prompt in his assignments.

We wish him all the success in his future endeavors.

For MYSORE POLYMERS & RUBBER
PRODUCTS LTD.


M. Nagabhushana
AGM – Marketing
*Ksp



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Phone 08258-262724 (O), 262725 (P), Telefax: 08258-262726
Email principalaiet08@gmail.com, Web: www.aiet.org.in


Date: 15-May-2017


Certificate

This is to certify that **Mr. Dhananjaya NC** bearing USN 4AL15MBA18 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "**A study on Dealer Preference towards Mysore Plymer and Rubber product Ltd (MYPOL) Tubes Mysore**" is prepared by him under the guidance of **Mrs. Shiny Joseph, Assistant professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Dhananjaya NC, hereby declare that the Intrenship report entitled "A study on dealer preference with reference to Mysore polymer and rubber product Ltd (MYPOL) Tubes Mysore" with reference to "Mysore polymer and rubber product Ltd Mysore" prepared by me under the guidance of Prof. Shiny Joseph, faculty of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by M. Nagabhushana MYPOL Mysore.

I also declare that this Intrenship 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 twelve 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: 22/05/2017

Dhananjaya N.C
Signature of the student

ACKNOWLEDGEMENT

This project is a golden opportunity for learning and self-development. I consider myself lucky and honored to have so many wonderful people lead me through in completion of this project.

I am deeply indebted to **M. Nagabhushana marketing manager, Mysore polymer and rubber Products limited Mysore**, for granting permission and providing requisite information regarding the project.

I acknowledge my fullest gratitude to my internal guide **Prof. Shiny Joseph**, Department of Business Administration, for her regular supervision and valuable suggestions.

I would like to thank to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business

Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. Alva's Institute of Engineering and Technology, Mijar, Moodbidri

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(**Mr. Dhananjaya N C**)

USN: 4AL15MBA 18

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EXECUTIVE SUMMARY

The corporate exposure and learning is a pathway to get an insight into the corporate world. The plant training acts as a bridge between the theory and the practicality. It has given us an excellent chance to get abreast with the working practical situations in a company which otherwise would have been just an imagination in our minds about the company scenario, sitting inside the four walls of the classroom.

In a broader sense, in plant training provides us the knowledge of correlating the theoretical aspects to the working of an organization. The project report includes the industry profile and company profile, which gives an insight into the company, its origin and its growth, its policies etc, the industry into which the company is operating and the present scenario of the industry as a whole. The company's profile is also explained the shared values, structure, system, style, staff, skills and strategy of the company. The report also includes a swot analysis of the company is done.

The objective of the study is to find out the behaviour and preference towards MYPOL tubes in Mysore, The survey is done for the dealers of the company. The number of sample selected was 100 dealers out of 250 dealers. From the analysis and findings we came to know that dealers were satisfied with the facility provided by the company, majority of the dealers feel that they are satisfied with good quality and product of tubes from the organisation.

Internship Report on
"IMPACT OF INTEREST RATE ON STOCK RETURNS: A STUDY
CONDUCTED AT MONARCH NETWORK CAPITAL LTD. KUNDAPUR"

Submitted By
Mr. GANESH SHETTY

4AL15MBA19

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. Dharmanand M,
Assistant Professor,
Department of MBA
AIET, Mijar.

EXTERNAL GUIDE

Mr. A M Venkatesh
Area Head,
Monarch Network Capital
Ltd, Kundapur.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

MONARCH NETWORK CAPITAL LTD

D NO.: 8/683-1A1

1ST FLOOR HOLLA OPTICAL BUILDING

KUNDESHWARA TEMPLE ROAD,

KUNDAPURA-576201

CERTIFICATE

This is to certify that **Ganesh Shetty (Reg no. 4AL15MBA19)**, student of MBA at Alva's Institute Of Engineering and Technology, Moodbidri, Mangalore has done a project work on "**Impact of Interest rate on stock returns**" at Monarch Network Capital Ltd Kundapura.

Branch from 05/01/2017 to 02/03/2017

During this period his conduct and performance were good.

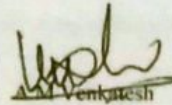
We wish him every success.

Date: 11/03/2017

Place: Kundapura

For Monarch Network Capital Ltd




A. Venkatesh

(Area Head)

MONARCH NETWORK CAPITAL LTD

D. No.: 8 / 683 - 1A1

1st Floor Holla Optical Building

Near Kundeshwara Temple

KUNDAPURA - 576 201

Ph : 08254 / 234931, 932. 94.



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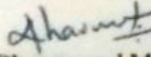
Email : principalaiet08@gmail.com, Web: www.aiet.org.in

Date: 15/05/2017

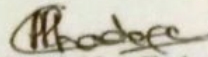
CERTIFICATE

This is to certify that, **Mr. Ganesh Shetty**, bearing USN 4AL15MBA19, is a bonafide student of Master of Business Administration course of the Institute (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

Internship report on "**Impact of Interest Rate on Stock Returns**", A Study Conducted at **Monarch Network Capital Ltd, Kundapur** is prepared by him under the guidance of **Prof. Dharmanand M, Assistant Professor, Department of MBA** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Dharmanand M

Project Guide


Prof. P. Ramakrishna Chadaga

Dean- MBA


Dr. Peter Fernandes

Principal

DECLARATION

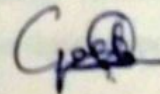
I, **Ganesh Shetty**, hereby declare that the Internship report entitled "**Impact of interest rate on stock returns**" with reference to "**Monarch Network Capital Ltd, Kundapur**" prepared by me under the guidance of **Prof. Dharmanand M**, Asst. Professor, Department of MBA, Alva's Institute of Engineering and Technology and external assistance by **Mr A M Venkatesh**, Area Head, Monarch Network Capital Ltd .

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

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

Place: Mijar

Date: 15/05/2017



Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Dharmanand M**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr A M Venkatesh**, Area Head, **Monarch Network Capital Ltd**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Ganesh Shetty)

USN: 4AL15MBA19

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EXECUTIVE SUMMARY

A project report titled "Impact of interest rate on stock returns in Monarch Network Capital Ltd, Kundapur". To study the impact of interest rate on the stock returns the analysis of 25 companies. The study is conducted for a period of 10 years price. The study is done on 25 companies listed in National Stock Exchange. The concept of impact of interest rate on stock return, the literature review, and data sources involved the research methodology used, results of yearly returns, correlation, t- test, P- test are explained in detail. From the study conducted, it is concluded that the entire test used for the study support the concept that interest rate does not affect the stock return.

CHAPTER I INTRODUCTION

7234

Internship Report on
A STUDY ON EMPLOYEES ATTRITION RATE WITH SPECIAL
REFERENCE TO SHAHI EXPORTS PVT LTD, BYADAGI

Submitted By

Mr. GIREESHNAIK D M

4AL15MBA21

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. VISHWANATH G Y

Associate Professor

Dept. of MBA

AIET-Mijar

EXTERNAL GUIDE

Mr. SOMSHEKAR K DODMANI

HR Manager

Shahi Exports Private Limited

Byadagi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SHAHI EXPORTS PVT. LTD.

CIN: U18101DL2005PTC138730

DATE-05/05/2017

TO WHOM SO EVER IT MY CONCERN

This is to certify that Mr. GIREESHNAIK D.M Student of MBA ALVA'S Engineering and Technology Moodbidri, has done "A STUDY OF EMPLOYEES ATTRITION RATE" project work in our organization during the period from January to March-2017 and shown his keen interest on the subject as well as activities held at Shahi Exports Pvt Ltd, Byadgi.

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

We wish him success in his future tenure.

For Shahi Exports Pvt Ltd,

~~For, SHAHI EXPORTS PVT LTD~~

~~AUTHORISED SIGNATURE~~
~~Authorized signatory.~~

Address :
Sy. No. 7/1, Gummehalli Road,
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Telephone :
09375-228507

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+

e-mail :
bangalore@shahi.co.in



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

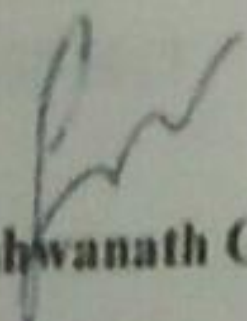
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

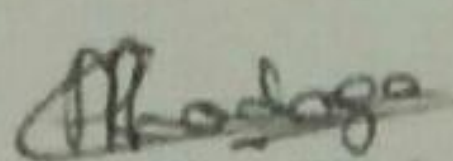
Date: 15 May 2017

CERTIFICATE


This is to certify that **Mr.Gireeshnaik D M**, bearing **USN 4AL15MBA21**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. The Internship report on "**A Study on Employees Attrition Rate with special reference at Shahi Exports Private Limited, Byadagi**" is prepared by him under the guidance of, **Dr.Vishwanath G Y**, Associate Professor Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Dr.Vishwanath G Y

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

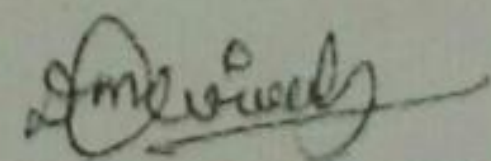
I, GIREESHNAIK DM, hereby declare that the internship report entitled "A Study on Employee Attrition Rate" with reference to Shahi Exports Private Limited, Byadagi. Prepared by me under the guidance of DR.VISHWANATH, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr SOMSHEKAR K DODMANI, HR Manager, Shahi Exports Private Limited, Byadagi.

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

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

Place: Mijar

Date: 15-05-2017



Signature of the student

ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

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 am extremely grateful to my research guide **Dr. Vishwanath G Y** Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr. Somshekar K Dodmani**, Shahi Exports Private Ltd, Byadagi for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(GIREESHNAIK DM)

USN: 4AL15MBA21

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EXECUTIVE SUMMARY

The study was conducted at Shahi Exports Private Ltd, Byadagi. The title of this project is Employee Attrition Rate. This research was conducted for the 10 weeks and is to be submitted to the fulfilment of requirements of the award of Master of Business Administration. The main aim of this study is to know improve and provide certain attrition rate and giving certain suggestions to the company based on the study. It helps to increase their need of their future growth and the better work environment in the organization.

This project is mainly contain Company and Industry profile, Objectives, Need, SWOT Analysis, Research Methodology based on the Primary and Secondary Data, Data Analysis and the Interpretation, Findings, Suggestions and the Conclusion those are relating to the study of Employees Attrition Rate.

A questionnaire was prepared to get relevant information by the respondents. it was distributed to the 100 employees in the organization. Where the primary data was collected with the help of formal and informal interaction with the manager, and the secondary data was collected with the help of journals, records of the organization, company website and the published data.

The research is conducted to get a clear outlook about the attrition rate which is provided in the company. The main objectives of this study is to understand the rate support to improve the motivation level of the employees, and to identify new welfare measures and to manage these employee attrition rates in the company and also increase the efficiency of the workers so that the productivity will increase by the continues performance by the employees in the organization.

Internship Report on
A STUDY ON ANALYSIS OF BRAND PROMOTION AND MARKETING STRATEGY
OF S.R.R INDUSTRIES (I) Pvt. Ltd.

Submitted By

Mr. Nithesh.T.

4AL15MBA49

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. Reema Agnes Frank

Asst Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr Rajanish

Director

S.R.R Industries Pvt Ltd

Mangalore



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



SHAILENDRA RISHI RAJ
INDUSTRIES (I) PVT. LTD.



Date :

This is to certify that Mr. Nitesh.T (Reg No. 4AL15MBA49) pursuing MBA at Alva's Institute of Engineering and Technology, Moodbidre has done his internship at "S.R.R Industries (I) Pvt Ltd.," Mangalore. During the period of 02/01/2017 to 31/03/2017. He has done project "Study on analysis of brand promotion and marketing strategy of S.R.R Industries (I) Pvt Ltd.

During this project period, we found him sincere and hard working.

We wish him all the best for future endeavours.

Thanks & Regards.

For **SHAILENDRA RISHI RAJ**
INDUSTRIES (I) PVT. LTD


Director

Manufacturers & Exporters of INSTANT SPECIAL MASALA POWDER FOR VEG. & NON VEG.

Regd. Office : -6/1, "Shakthi House", Kankanady Bypass Road, Mangalore - 575 002
Tel: 0824 - 2438211, 2439248 e-mail : enquiry@srmasalas.com / shylendr@gmail.com www.srmasalas.com
CIN: U15200KA2012PTC063614



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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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

Date: 15 MAY 2017

CERTIFICATE

This is to certify that Mr. Nithesh. T. bearing USN 4AL15MBA49 is the bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

The Internship report on "Analysis of brand promotion and marketing strategy of S.R.R Industries(I) pvt Ltd" is prepared by him under the guidance of Prof. Reema Agnes Frank, Assistant Professor, Department MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Prof. Reema Agnes Frank

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

Principal

DECLARATION

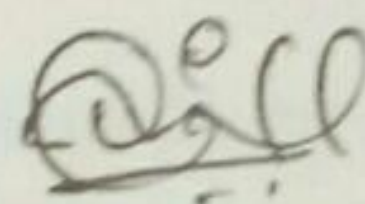
I, **Nithesh.T.**, hereby declare that the Internship report entitled "Analysis of brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd" prepared by me under the guidance of **Prof. Reema Agnes Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Rajanish**, Director, S.R.R Industries(I) Pvt Ltd Mangalore.

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

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

Place: Mijar

Date: 15/5/17



Signature of the student

ACKNOWLEDGEMENT

For to complete this project in efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Reema Agnes Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I wish to convey my whole hearted gratitude to **Rajanish (Director) S.R.R Industries (I) Pvt Ltd. Mangalore**. And his staff for granting permission and providing valuable information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

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EXECUTIVE SUMMARY

A project report titled "Analysis of brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd" The main purpose of the study is to analyse the brand promotion and marketing strategy of S.R.R industries (I) Pvt Ltd. The primary information was obtained by questionnaire, company's records are used as a source of secondary data. This study used simple analytical methods like bar charts etc. are used to analyse the collected data. From the study it was found that the brand promotion and marketing strategy of the S.R.R Industries Pvt Ltd was well reached to the customer and it created good brand awareness at surroundings of Mangalore.

CHAPTER - I

INTRODUCTION

RBG

Internship Report on
"Customer perception and satisfaction level on the Homeneeds super market"



Submitted By

Mr. Suneel Kore

USN: 4LV15MBA31

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr.Nagendra .S.
Department of MBA.
A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Dattatreya
Manager of Homeneeds
Super Market, Gangavathi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

Home needs

ಹೋಮ್ ನೀಡ್ಸ್

Super market

ಸೂಪರ್ ಮಾರ್ಕೆಟ್

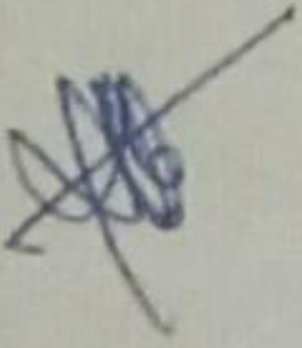
DATE: 10.03.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Suneel Kore (4LV15MBA31) a MBA student of "Alva's Institute of Engineering and technology", Moodbidri has successfully completed His project work and internship on "Customer perception and satisfaction level on the Homeneeds super market", Home needs super market Gangavathi. From 02nd January, 2017 to 10th March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him all the very best for his future endeavours.



Manager & co-owner

Dattatreya

Home needs Super market

Gangavathi

Near Bank of Baroda Bus stand Road Gangavathi – 583227 Mob No : 9880470084



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

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

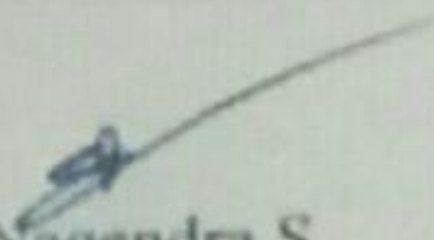
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15-May-2017

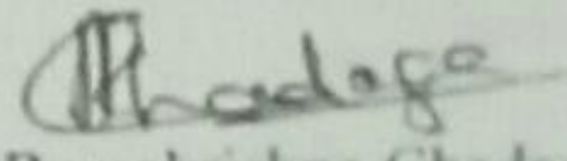
Certificate

This is to certify that Mr. SUNEEL.S.KORE bearing USN 4LV15MBA31 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

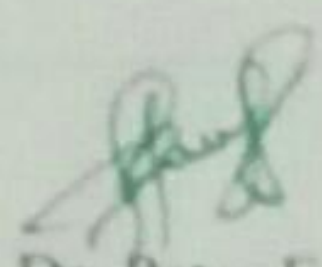
The internship report on "Customer perception and satisfaction level on home needs super market" is prepared by him under the guidance of Dr.Nagendra S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Nagendra S.

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

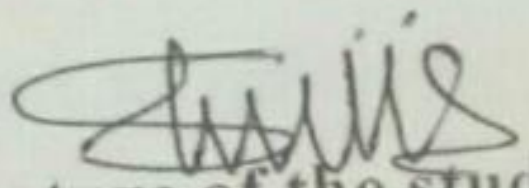
I, SUNEEL.S.KORE, hereby declare that the Internship report on "CUSTOMER PERCEPTION AND SATISFACTION LEVEL OF HOMENEEDS SUPER MARKET" prepared by me under the guidance of Dr. Nagendra S, Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Dattatreya manager of the homeneeds super market gangavathi .

I also declare that this Internship 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 twelve 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: 18/5/2017


signature of the student

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide **Dr. Nagendra.S** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr.Dattatreya. Manager of Homeneeds super market Gangavathi** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Place: Mijar

Signature of the student

Date : 15/May/2017.

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EXECUTIVE SUMMARY

A project report titled "A Study on customer perception and satisfaction level on home needs super market at Gangavathi". The research is conducted to get a clear view about the customer perception and satisfaction of customers towards the home needs. The main aim of this study is to know the competitiveness of Home needs super market, to study customers perception towards Home needs Super market, to know the customer satisfaction and to provide a valuable suggestion to the company based on the study.

A questionnaire was prepared to get accurate information. It was distributed to 100 employees in the organisation. The primary data collected with the help of questionnaire, observation and interview. Secondary data was collected through the company brochures, magazines, website and journals.

Internship Report on
A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
BRANDED JEWELLERY WITH SPECIAL REFERENCE TO MALABAR GOLD
AND DAIMONDS, RUWI, OMAN

Submitted By

Ms. Razeen Abdul Rawoof

4LV15MBA11

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:

Shiny Joseph
Assistant Professor
Department of MBA
Diamonds
AIET, Mijar.

EXTERNAL GUIDE

Mr. Vipin P.V.
Marketing Manager
Malabar gold &
Ruwi, Oman.



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri,
DK 2015-2017



MALABAR
GOLD & DIAMONDS

Malbar Gold Jewellery LLC
Post Box :3544, PC-112,
Ruwi High Street, Sultanate of Oman

Date: 10/03/2017

CERTIFICATE

This is to certify that Miss. Razeen Abdul Rawoof (USN:4LV15MBA11) M.B.A Student of Alva's Institute of Engineering & Technology has undergone project cum Internship work on the topic "**Customer Preference and Satisfaction** towards branded Jewellery with special reference to Malbar Gold & Diamonds, Ruwi, Oman" from 02/01/2017 to 10/03/2017.

We have noticed that, during this period she has shown keen interest in her assignment.

We wish her success in her future endeavors.

Thanking You

For:

Vipin P.V

Marketing Manager



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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


Date: 15-May-2017

Certificate

This is to certify that Ms. Razeen Abdul Rawoof bearing USN 4LV15MBA11 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "A study on Customer Preference and Satisfaction towards Branded Jewellery with special reference to Malabar Gold and Daimonds, Ruwi, Oman." is prepared by her under the guidance of Mrs. Shiny Joseph, Assistant professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Razeen Abdul Rawoof, hereby declare that the Internship report entitled "A Study On Customer Preference And Satisfaction" with special reference to "Malabar Gold & Diamonds Ruwi, Oman" prepared by me under the guidance of Prof. Shiny Joseph, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Vipin P.V, Marketing Manager, Malabar Gold & Diamonds, Ruwi, Oman.

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

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

Place: Mijar

Date: 15-May-2017



Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide Prof. Shiny Joseph, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to Mr.Vipin P.V, Marketing Manager, Malabar Gold & Diamonds, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Razeen Abdul Rawoof)

USN: 4LV15MBA11

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EXECUTIVE SUMMARY

Gold has emerged as an important mean for investment and is has been used as symbol of purity, value and royalty wherein it may be the first metal used by humans and was valued for ornamentation and rituals.

The study helps in understanding the behavior of the customers on Jewellery brands, namely

Malabar Gold & Diamonds and it also helps in assessing the company's strengths and weakness against the competing Jewellery brands.

The survey was made to gather the information from the population and the gathered data was analyzed systematically.

This study made to analyses the customer perception as well as the preference towards the Malabar Gold & Diamonds, and it helps to know the various factors of satisfaction towards buying the branded Jewellery.

The survey was conducted for 10 weeks in Ruwi, Oman and got experienced of dealing with various customers with different preferences and perception towards Malabar Gold & Diamonds.

Internship Report on
**"A STUDY ON ANALYSIS OF AGRICULTURAL LOANS AT PRIMARY
AGRICULTURAL CREDIT CO-OPERATIVE SOCIETY, KADABA**

BY

JOMINI O M

USN: 4AL15MBA25

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Ravi Kulkarni

Asst. Professor

Department of MBA

AIET, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Chako

HR manager

Primary Agricultural Credit

Co-operative Society, Kadaba.



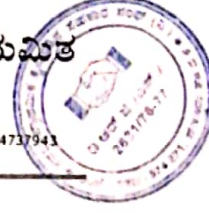
Department of MBA

Alva's Institute of Engineering and Technology

2015-2017


ಕಡಬ ಪ್ರಾಥಮಿಕ ಕೃಷಿಪತ್ತಿನ ಸಹಕಾರಿ ಸಂಘ ನಿಯಮಿತ

ಅಂಚೆ : ಕಡಬ, ಪುತ್ತೂರು ತಾಲ್ಲೂಕು -574221
ಸಂಖ್ಯೆ DRG/S/2631/76-77 Email : kadabacabank@gmail.com
ಕೊಂಪು ಕಛೇರಿ :08251-260023 ಮೊ. 9164706943,ಮೂಲಮಾಲ್ಕುಲ ಕಛೇರಿ -264223 ಮೊ. 9164737943
ಮದರ್ಗ ಕಛೇರಿ -266393 ಮೊ. 9164746943



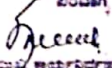
10-03-2017

CERTIFICATE

This is to certify that Mrs. Jomini O M (Reg No: 4AL15MBA25), Student of MBA at Alva's Institute of Engineering and Technology, Moodabidri, Karnataka, as done a Project work on "Analysis of Agriculture loan" at Kadaba Primary Agriculture Credit Co-Op Society , Kadaba, Puttur Taluk, from 02-01-2017 to 10-03-2017.

During this period her conduct and performance were good.

ಕಡಬ ಪ್ರಾಥಮಿಕ ಕೃಷಿಪತ್ತಿನ ಸಹಕಾರಿ ಸಂಘ (ಸಿ.ಆರ್.ಸಿ.)

ಪರವಾನಗಿ

ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿ/ಸಂಸ್ಥಾಪಕ ನಿರ್ದೇಶಕಿ



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

Email : principal@iet08@gmail.com, Web : www.iet08.org.in

Date: 15-May-2017

Certificate

This is to certify that Ms. JOMINI O M bearing USN 4AL15MBA25, is a bonfire student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A Study On Analysis Of Agricultural Loans At Primary Agricultural Credit Co-operative Society, Kadaba" is prepared by her under the guidance of Dr. Ravi Kulkarni, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

Dr. Ravi Kulkarni
Project guide

Prof. P. Ramakrishna Chadaga
Dean MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, **Jomini O M**, hereby declare that the internship entitled, **“A STUDY ON ANALYSIS OF AGRICULTURAL LOANS AT PRIMARY AGRICULTURAL CREDIT CO-OPERATIVE SOCIETY, KADABA”** is prepared by me under the guidance of Dr. Ravi Kulkarni, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Chako Primary Agricultural Credit Co-operative Society, at Kadaba.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Signature of the student

Date:

ACKNOWLEDGEMENT

I, Jomini o m, II year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri, wish to express my 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'm extremely thankful to Mr. Chako, Senior HR manager, Primary agricultural credit co-operative society, Kadaba, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide Prof. Dr. Ravi kulkarni, faculty, MBA Department, for his valuable advice and guidance rendered to me complete this project successfully.

I'm deeply thankful to Prof. Rama Krishna Chadaga, Dean, Department of Business Administration for his regular involvement and support during the project.

It gives immense pleasure to be thankful to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, for giving an opportunity to complete the project work.

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 co-operation extended during my project work.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Jomini o m

(4a115MBA25)

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EXECUTIVE SUMMARY

This project titled "Analysis of agricultural loan with reference to primary agricultural credit co-operative society" is submitted in partial fulfillment of the requirement for the award of Master of Business Administration (MBA).

This project includes objective of the project, methodology, industry profile, company profile, SWOT analysis, theoretical background of the study, analysis and interpretation, findings suggestions conclusions and bibliography.

The main objective of the project is to understand the customer satisfaction towards the agricultural loan provided by the society. For this purpose survey is conducted by collecting the required primary data that is by preparing questionnaire. Data collected from various sources are analyzed with the help of tools like table and graphs are used.

The study found that the customers are satisfied with term and conditions, quantum of loan and mainly on service provided by the society. Nearly 120 respondents were interviewed where most of them were satisfied with the society's activities of the society. But are there certain members of respondents who are unknown of various schemes available in the society. So primary agricultural credit cooperative society should try to make improve by providing information to the customers with regard to various products available.

The society has bright future and performing well in recent years, the society is expected to do well in the coming years by lending more and more agricultural loan to its customers.

Internship Report on
A STUDY ON RECRUITMENT AND SELECTION PROCESS OF KAVERI
GRAMEENA BANK, GUBBI

Submitted By

Ms. RASHMI.R

4LV15MBA10

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

GURUDATT SOMAYAJI
GOWDA

Faculty
MBA Department
BANK
AIET, Mijar.

EXTERNAL GUIDE

Mr. SHRINIVAS

HR MANAGER
KAVERI GRAMEENA



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri, DK
2015-2017



**KAVERI GRAMEENA BANK
GUBBI BRANCH, TUMKUR DIST.**



Ref no: kgb/2589/16-17

Date: 10-03- 2017

CERTIFICATE

This is to certify that Ms. **RASHMI. R**, bearing Register No. **4LV15MBA10**, MBA Student from **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Mudubdri** has completed her Project report Study on **"RECRUITMENT AND SELECTION PROCESS AT KAVERI GRAMEENA BANK"** at our **Gubbi Branch, Tumkur dist**, during the period **2nd Jan 2017 to 10th March 2017.**

During her stay in our company, we found her performance and conduct to be good

We wish her all success in life and career.

Best Regards,

For KAVERI GRAMEENA BANK



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.

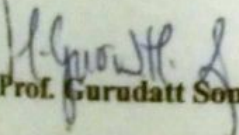
Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

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

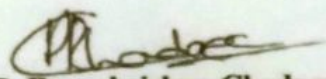
Date: 15 May 2017

CERTIFICATE

This is to certify that **Ms. Rashmi R** bearing USN 4LV15MBA10, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "A Study on Recruitment and Selection Process of Kaveri Grameena Tumkur ", is prepared by her under the guidance of **Prof. Gurudatt Somayaji**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Gurudatt Somayaji

Project Guide


Prof. P. Ramakrishna Chadaga

Dean MBA


Dr. Peter Fernandes

Principal

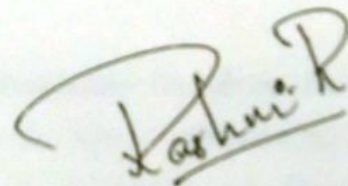
DECLARATION

I, **Rashmi R**, hereby declare that the internship report entitled "**A Study on Recruitment and Selection Process of Kaveri Grameena Bank**" with reference to "**Kaveri Grameena Bank**," prepared by me under the guidance of **Prof. Gurudatt Somayaji**, faculty of MBA Department, **Alva's Institute of Engineering and Technology** and external guidance by **Mr. Shrinivas Gowda**. I also declare that this internship 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 Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: **Mijar**

Date: **15-05-2017**



Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr. Shrinivas Gowda** HR manager, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(RASHMI R)

USN: 4LV15MBA10

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EXECUTIVE SUMMARY

A project report titled **“A Study on Recruitment and Selection Process of Kaveri Grameena Bank”** Recruitment involves attracting the candidates for a particular vacancy and making the candidates apply for that particular job. Selection involves choosing the best candidate from the various selection process which involves various interview like the aptitude test, stress interview, group discussion, etc.

So the study having the objectives as to how the recruitment takes place, as to how long the employees are working in the organization, and how far the employees are satisfied with the companies policy, hiring decision and very few employees are dissatisfied with the recruitment process and the attrition rate is around 5%.

So from the above study it was clear that the bank is performing the Recruitment and Selection Process well and few changes has to be done based on the feedback of the employees who are working in the organization and the employees who are about to leave the organization by conducting an exit interview.

RBC

**Internship Report on
A STUDY ON EMPLOYEE JOB SATISFACTION AT SANKALP
ENGINEERING AND SERVICE**

PUNE

Submitted By

Mr.NITHESH KUMAR A.N

4AL15MBA48

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Prof.JHONSON FERNADES

Asst professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. DEEPAK SHARMA

Asst.HR Manger, IR, Admin

Sankalp engg.and Service

Pune.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

SANKALP

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Date: 10th March, 2017

This is certify that Mr.Nithesh Kumar A.N bearing USN No. 4AL15MBA48 student of MBA at ALVAS INSITUTE OF ENGINEERING AND TECHNOLOGY Mijar Moodbidri Mangalore, has undergone Project cum internship work on "EMPLOYEE JOB SATISFACTION at Sankalp Engineering and Services Pvt Ltd", from 08-january-2017 to 10-March-2017 in our organization .

During the period of his Project work, he has been found to be keen learning, hardworking and displayed good conduct and character.

For Sankalp Engineering and Service Pvt. Ltd.



Tukaram Sudrik

Asst. Manager HR, IR & Admin



Place: Pune



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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

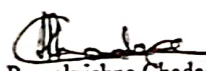
Date: 15-05-2017

CERTIFICATE

This is certified that Mr. NITHESH KUMAR AN bearing USN 4AL15MBA48 is a bonafide student of the Master of Business Administration course of the institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "A Study on Employee job satisfaction with special reference to Sankalp engineering and services Pune" is prepared by him under the guidance of Johnson Fernandes Asst Prof. Department of MBA in partial fulfilment of the requirements of the award of the Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Johnson Fernandes
Internal guide


Prof. Ramakrishna Chadaga
Dean-MBA


Dr. Peter Fernandes
Principal

ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Mater of Business Administration.

I am extremely grateful to my research guide **Prof.Jhonson Ferndes**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr. Deepak Sharma** Asst. HR, IR and Admin of sankalp engg.and service Pune, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr.Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology,Mijar,Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Nithesh kumar A.N)

USN: 4AL15MBA48

EXECUTIVE SUMMARRY

The study was conducted at Sankalp engineering and services Pune in the title of this project is Employee job satisfaction .this research was conducted for the 10 weeks and is submitted to the partial fulfilment of requirements of the award of master of business administration. The main aim of this study is to know the certain factors improve the job satisfaction level also bring good result for the company and to the individual career. And provide valuable suggestion to the company.

The project contains company profile and industry profile, objectives, needs, swot analysis, research methodology, data analysis and the interpretation, findings, suggestions and conclusion relating to this study.

A questionnaire was prepared to get relevant information. It was distributed to 50 employees in the organization. Where the primary data which was collected with the help of observation. Direct interaction with HR Manager and the employees and with structured questionnaire. And also the secondary data which was collected with the help of magazines, company website, journals and library.

The research is conducted to get a clear idea about the job satisfaction level of the employees in the organization. The main objectives of this study are to identify the factor that influence the job satisfaction of the employees and provide valuable suggestion to improve the satisfaction level of employees. And to know the satisfaction plays an important role in performance of the employees.

To increase the productivity of employees in the organization one has to appreciate the performance of the employees. And also motivate to the employees. Another outcome of this is the increased motivation among employees to work hard.

RIB/G

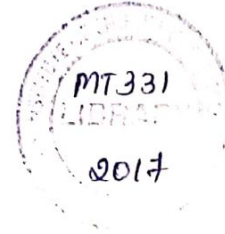
Internship Report on
A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL AT
MANDOVI MOTORS, MANGALORE

Submitted By

Mr. POOJARI DINAKAR RAMESH

4LV15MBA01

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

Asst Prof

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

RAGHAVENDRA

HR Manager

Mandovi motors

Mangalore



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



MANDOVI MOTORS PRIVATE LIMITED

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TIN: 29460330141 STC No.: AACCM4309HST001 PAN: AACCM4309H CIN: U34300KA1999PTC024799

Ref: MANG/HRD/2667/2017-18

Date: 24/04/2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Poojari Dinakar Ramesh, bearing Reg. No. 4LV15MBA01, student of Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidri, D.K., has completed his project work 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 02nd Jan 2017 to 13th March 2017 on the topic "A study on Effectiveness Of Performance Appraisal at Mandovi Motors Pvt Ltd" Mangalore.

He has discharged the responsibilities to the satisfaction of his superiors and fellow staff. His conducts and character was good during the period of internship.

We wish him good luck.

RAJESH BHAT M
Asst. Manager HR

B.C.Road: 08255-280123 Uppinangady: 08251-252128 Sullia: 08257-233128
Surathkal: 0824-4258899 Adyar: 0824-2275123 Kadaba: 08251-260129 Vittla: 08255-239123



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

Date: 15-05-2017

CERTIFICATE

This is certified that **Mr. POOJARI DINAKAR RAMESH** bearing **USN 4LV15MBA01** is a bonafide student of the Master of Business Administration course of the institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A Study on Effectiveness of performance appraisal at Mandovi Motors, Mangalore**" is prepared by him under the guidance of Johnson Fernandes Asst Prof. Department of MBA in partial fulfilment of the requirements of the award of the Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Johnson Fernandes

Internal guide

Prof. Ramakrishna Chadaga

Dean-MBA

Dr. Peter Fernandes

Principal

DECLARATION

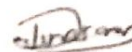
I, POOJARI DINAKAR RAMESH, hereby declare that the Internship report entitled "A STUDY ON EFFECTIVENESS OF PERFORMANCE APPRAISAL" with reference to "MANDOVI MOTOR MANGALORE" prepared by me under the guidance of Prof. JOHNSON FERNANDES, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by RAGHAVENDRA HR MANAGER, MANDOVI MOTORS MANGALORE.

I also declare that this Internship 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 Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date:



Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. JOHNSON FERNANDES**, Department of Business Administration, for her regular supervision and valuable suggestions.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Poojari Dinakar Ramesh)

USN: 4LV15MBA01

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EXECUTIVE SUMMARY

The project entitled "A study on effectiveness of performance appraisal with reference to mandovi motors, Mangalore is submitted in partial fulfilment of the requirement of the award of master of business administration.

The main objective of the study is to identify the performance appraisal method incorporated in the organization. The organization has incorporated behavioural anchored rating scale method to evaluate the performance of employees. The employees are satisfied with the performance appraisal system incorporated in the organization. They require continuous feedback associated to their performance. Appraisal feedback helps the employees to identify their skill intensity and also to identify the training space to a larger level.

The data are collected with the help of questionnaire which are distributed among the employees at mandovi motors. From 100 respondent data have been collected. The data for the report were also collected from the secondary source as well.

Internship Report on
**IMPACT OF BUYBACK ANNOUNCEMENT ON STOCK RETURNS: A
STUDY CONDUCTED AT PREMIER INVESTMENTS, UDUPI**

BY

PRAMOD H K

USN: 4LV15MBA03

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa S

Associate Professor

Department of MBA

AIET, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Harish B

Branch Manager

Premier Investments

Udupi.



Department of MBA

**Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri**

2015-2017



Premier Investments

Premier Centre
Old Post Office Road,
Udupi - 576 101
Phone: 0820 - 2525264, 2522641



Udupi
03/05/2017

CERTIFICATE

This is to certify that Mr.Pramod H K, (USN 4LV15MBA03), student of M.B.A. at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has done a project work on "Impact of Buyback Announcement on Stock Returns: A Study Conducted at Premier Investments, Udupi " a franchisee of Motilal Oswal Securities Limited, Mumbai from 02nd January 2017 to 10th March 2017.

During this period, his conduct and performance were good.

For Premier Investments,


Harish B



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

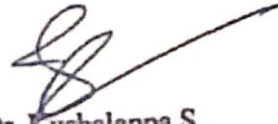
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Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
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Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726
Email : principalaiet08@gmail.com, Web:www.aiet.org.in


Date: 26-April-2017

Certificate

This is certified that Mr. PRAMOD H K bearing USN 4LV15MBA03 is a bonafide student of the Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on **Impact of Buyback Announcement on Stock Returns: A Study Conducted at Premier Investments, Udupi** is prepared by him under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **PRAMOD H K**, hereby declare that the internship report entitled "**IMPACT OF BUYBACK ANNOUNCEMENT ON STOCK RETURNS**": A STUDY CONDUCTED AT **PREMIER INVESTMENTS, UDUPI**" prepared by me under the guidance of **Dr. Kushalappa S**, Associate Professor, Department of M.B.A, Alva's Institute of Engineering and Technology and External assistance by **Mr. Harish B**, Branch Manager, Premier Investment, Udupi.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer internship for a period of Twelve 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.



Signature of the student

Place: Mijar

Date: 15/05/2017

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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Kushalappa S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Harish B**, Branch Manager, Premier Investment, Udupi and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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EXECUTIVE SUMMERY

Share repurchase implies that a company buys back its own shares in market. Buyback share is an alternative method to pay cash dividends. Buy back reduce the number of equity share outstanding in the market. No change in corporate earnings and price earnings ratio, share buyback not only convey a positive signal to shareholder that management believes that the share is undervalued but also helps in preventing decline in the firms share prices. It's similar to the payment of cash dividends.

The study has been undertaken at Premier Investments, Udupi. The study comprises the abnormal returns of 185 stocks listed in the Bombay stock Exchange (BSE). This study takes into buy back announcement for period 2006-2016. The concept of impact of buy back announcement on stock return, the literature review, and the data sources involved, the research methodology used and the analysis is explained in detail. The study makes an attempt to analyze the performance of the stocks on the date of announcement, during the past sixteen days before the announcement and sixteen days after the buyback announcement.

Internship Report on

“A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL PRODUCTS,”

MYSORE

Submitted By

Mr. Prathapu Y S

4LV15MBA07

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Prof. Dr. Nagendra

Department of MBA

AIET, MIJAR

EXTERNAL GUIDE

Mr. Nagabhushana

AGM-Marketing

MYPOL, MYSORE.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Date: 05.03.2017

CERTIFICATE

This is to certify that Mr Prathapu Y.S. (USN 4LV15MBA07), MBA student from Alvas Institute of Engineering & Technology, Mijar, Moodbidre has completed his project report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL TUBES" in our organization from 2nd January to 2nd March 2017 at our organization, for the partial fulfillment of MBA course.

He was found to be sincere to the work assigned and prompt in his assignments.

We wish him all the success in his future endeavors.

**For MYSORE POLYMERS & RUBBER
PRODUCTS LTD.**

M. Nagabhushana
AGM – Marketing
***Ksp**



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

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

Date: 15-May-2017

Certificate

This is certified that **Mr.PRATHAPU Y S** bearing USN **4LV15MBA07** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**A study on Customer Satisfaction towards MYPOL products at Mysore polymers and rubber products Private Ltd, Mysore**" is prepared by under the guidance of **Dr. Nagendra S**, Associate Professor Department of **Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr. Nagendra S

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

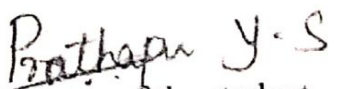
Principal

Declaration

I, PRATHAPU Y S, hereby declare that the internship report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL PRODUCTS" with reference to "MYPOL COMPANY". Prepared by me under the guidance of Prof. Dr. Nagendra, Department of Business Administration, Alva's Institute of Engineering and Technology. External assistance by "M. nagabhushana marketing manager in MYPOL Company."

I also declare that this internship 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 Twelve 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.


Signature of the student.

Place: Mijar

Date: 8/May/2017.

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble 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 acknowledge my fullest gratitude to my faculty guide **Prof. Dr. Nagendra**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. M.Nagabhushana**. Marketing Manager. **Ms. Sowmya** Asst. Manager MYPOL Mysore.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

PRATHAPU Y S

USN: 4LV15MBA07

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Executive Summary

The study carried out on topic “A study on customer satisfaction towards MYPOL products” was intended to explore the objectives like

To know the customer satisfaction level,

To know the attributes which influences customer satisfaction among MYPOL tubes users

To know the valuable suggestions and expectations of the customers

To find out the sales promotion tools that help increase in sales

To find out the market share of MYPOL Brand.

The study was focused on customer satisfaction on MYPOL products (tires and tubes).

The study would help the company to know the customers perception on products quality and services. This project study concludes with the valid suggestion which would help the company to know their places in the customers mind.

The analysis part of the study focuses on the objectives of the study and tried to give in-depth explorative analysis.

Finally the study come out with some of the valuable suggestions

R B G

Internship Report on
"IMPACT OF RIGHTS ISSUE ON STOCK RETURNS"
A STUDY CONDUCTED AT ADITYA BIRLA MONEY, BELTHANGADY
BY

SANDEEP D.S
USN: 4LV15MBA19



Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa. S

Associate Professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri

EXTERNAL GUIDE

Mr. Prashanth Kumar S

Stock Broker

Aditya Birla Money

Belthangady, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri

2015-2017

ADITYA BIRLA



MONEY

WHOM SO IT MAY CONCERN

15/03/2017

This is to certify that Mr. SANDEEP.D.S (USN: 4LV15MBA19) final year MBA student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Mijar, Moodbidri (Affiliated to Visvesvaraya Technological University, Belagum), has undergone Project on the topic "IMPACT OF RIGHTS ISSUE ON STOCK RETURNS" in our organization. His character and conduct is uniformly good. He deserves all the encouragement.

The duration of the project he has undergone is for 10 weeks from 02/01/2017 to 10/03/2017.

Sandeep D.S
02/01/2017

Authorized Signatory

ADITYA BIRLA MONEY LTD.,
D. NO: 7 - 13 / 27
LOBO TOWERS, NEAR AIYAPPA TEMPLE,
MAHAROAD, BELTHANGADY - 574214

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


Date: 10-May-2017


Certificate

This is certified that Mr. Sandeep D S bearing USN 4LV15MBA19 is a bonafied student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishveshwaraya Technological University, Belgaum.

The internship report on Impact of Rights Issue on Stock Returns: A Study Conducted at Aditya Birla Money Ltd, Belthangady is prepared by him under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Vishveshwaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Sandeep, hereby declare that the internship report entitled "Impact of Rights Issue on Stock Returns", A study conducted at Aditya Birla Money Ltd, Belthangady" prepared by me under the guidance of Dr. Kushalappa. S, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by Mr. Prashanth Kumar S, Stock Broker, Aditya Birla Money Ltd, Belthangady.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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: 10/May/2017

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.

Hereby I make a humble 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 am deeply indebted to my faculty guide **Dr. Kushalappa. S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Prashanth Kumar S**, Branch Manager, Aditya Birla Money, Belthangady and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Sandeep. D.S

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EXECUTIVE SUMMERY

The study has been undertaken at Aditya Birla Money Ltd, Belthangady. The study comprises the abnormal returns of Rights Issued Companies of ten years listed in the National Stock Exchange (NSE). The concept of Impact of Rights Issue on stock market, the literature review, the data sources involved, the research methodology used, result of abnormal return is explained in detail. The study makes an attempt to analyze the performance of various stocks on the event date of rights issue announcement, during the past twenty days before the announcement and twenty days after the rights issue announcement. The study is undertaken 142 different companies under study during the year 2007 to 2016.

CHAPTER I INTRODUCTION

R1B1G

Internship Report on
CUSTOMER FEEDBACK ON SERVICE EFFECTIVENESS OF ROYAL
ENFIELD, RAICHUR

Submitted By

Mr. SANTOSH KULKARNI

4LV15MBA20

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Prof. Dharmanand M

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Baranabasava

Manager

Chukki Motors

Raichur



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

ROYAL ENFIELD

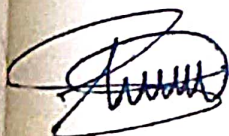
DATE: 10.03.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Santhosh kulkarni (4LV15MBA20) a MBA student of "Alva's institute of Engineering and technology", Moodbidri has successfully completed his project work and internship on "Customer feedback on service effectiveness of Royal Enfield" in Chukki motors authorized dealer of Royal Enfield Raichur. From 02nd January, 2017 to 10th March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him all the very best for his future endeavours.



Sharan Basava

Manager of

Chukki Motors

(Authorised dealer of Royal Enfield, Raichur)

Chukki Motors



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

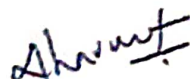
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Email : principalaiet08@gmail.com, Web: www.aiet.org.in


Date: 15-May-2017


Certificate

This is to certify that **Mr. SANTOSH KULKARNI** bearing USN 4LV15MBA20 is a bonafide student of Master of Business Administration course of the Institute (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Customer Feedback on Service Effectiveness of Royal Enfield, A Study Conducted at Chukki Motors Raichur" is prepared by him under the guidance of **Prof. Dharmanand M**, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Dharmanand M
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION


I, **SANTOSH KULKARNI**, hereby declare that the internship report entitled "**CUSTOMER FEEDBACK ON SERVICE EFFECTIVENESS OF ROYAL ENFIELD**" with reference to **Chukki Motors, Raichur** Prepared by me under the guidance of **Prof. Dharmanand M**, faculty of MBA Department, **Alva's Institute of Engineering and Technology** and External assistance by **Mr. Sharanabasava, Manager Chukki Motors Raichur**.

I also declare that this internship 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 ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: **Mijar**

Date: **15-5-2017**


Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof. Dharmanand M**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Sharanabasava**, Manager, Chukki Motors, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset, I would like to acknowledge my gratitude to **Prof. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Santosh Kulkarni)

USN: 4LV15MBA20

Executive summary

A project report title "A Study on Customer feedback on service effectiveness of Royal Enfield at Raichur". The research is conducted to get a clear view about the customer service at Royal Enfield showroom. The main aim of this study is to know the customer satisfaction with Royal Enfield service, to find out the problem faced by the customer with Royal Enfield service and to come out with necessary suggestions to improve the level of effective service based on the study at Royal Enfield showroom.

A questionnaire was prepared to get accurate information. It was distributed to 100 customers in the company. The primary data collected with the help of questionnaire and direct interaction with customers. Secondary data was collected through the company brochures, magazines, website and journals.

INTRODUCTION

Internship Report on
**“COMPARATIVE PERFORMANCE ANALYSIS OF P/E AND PEG RATIO IN
SELECTED STOCKS”**

**A STUDY CONDUCTED AT CONSORTIUM SECURITIES PVT LIMITED, CHENNAI
BY**

SHANAN JOYLINE DIAS

USN: 4LV15MBA22

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Vishwanath G Y

Senior Asst. Professor

Department of MBA

AIET, Mijar, Moodbidre.

EXTERNAL GUIDE

Mr. MADHAN M

Manager

Consortium Securities Pvt ltd

Chennai.



Department of MBA

**Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri
2015-2017**

Certificate

This is to certify that MS.SHANAN JOYLINE DIAS (REG NO: 4LV15MBA22), Student of MBA.
At Alvas Institute of Engineering and Technology, Moodbidri, Karnataka, has done a project work on
"Comparative Performance Analysis of Price Earning Ratio and Price Earning Growth Ratio in
Selected Stocks" at Consortium Securities Private Limited from 02-01-2017 to 10-03-2017.

During this period her conduct and performance were Good.

m. maulani

For Consortium Securities Private Ltd
CONSORTIUM SECURITIES PVT. LTD.
No. 14, 3rd Floor, Door No. 52,
Ankur Plaza, G.N. Chetty Road,
T. Nagar, Chennai-600 017.
Phone: 044-42805506-07



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


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

Date: 15-May-2017

Certificate

This is certified that Ms. SHANAN JOYLINE DIAS bearing USN 4LV15MBA22 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on Comparative Performance Analysis of PE and PEG Ratios in selected stocks in Consortium securities Pvt Ltd is prepared by her under the guidance of Dr. Vishwanath, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Vishwanath G Y
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

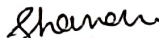
DECLARATION

I, **Shanan Joyline Dias**, hereby declare that the internship entitled, "**COMPARATIVE PERFORMANCE ANALYSIS OF P/F AND PEG RATIO IN SELECTED STOCKS**" is prepared by me under the guidance of Dr. Vishwanath G.Y, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Madhan M Consortium securities Pvt Ltd, at Chennai.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri


Signature of the student

Date: 15/5/2017

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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset, I would like to acknowledge my gratitude to **Prof.P. Ramakrishna Chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Vishwanath GY** Senior Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Madhan M**, consortium Securities Pvt ltd, Chennai and his staff for granting permission and providing requisite information regarding the project.

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 members of the

Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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Internship Report on
"TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY"
A STUDY CONDUCTED AT ADITYA BIRLA MONEY, BELTHANGADY

BY
SHARATH.B
USN: 4LV15MBA25



Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM
In partial fulfillment of the requirements for the award of the degree of
MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Nagendra. S
Associate Professor
Department of MBA.
A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Prashanth Kumar S
Stock Broker
Aditya Birla Money
Belthangady, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology
Shobhavana Campus, Mijar, Moodbidri
2015-2017

ADITYA BIRLA



MONEY

"TO WHOM SO EVER IT MAY CONCERN"

This is to certify that Mr. SHARATH B bearing USN-4LV15MBA25 bonafide student doing his MBA at ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, has undergone a project "Technical Analysis of Automobile and Banking Industry" in our organization from 2nd January 2017 to 10th March 2017. His character and Conduct is uniformly good. He deserved all the Encouragement.

Prasanth
26/04/2017.

Authorized Signatory

ADITYA BIRLA MONEY LTD.,
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MUNIALAG, BELTHANGADY-514214

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


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

Date: 15-May-2017

CERTIFICATE

This is to Certify that Mr. SHARATH.B bearing USN 4LV15MBA25 is a bonafied student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishveshwaraya Technological University, Belgaum.


The Internship Report on "TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY" A Study Conducted at Aditya Birla Money, Belthangady is prepared by him under the guidance of Dr. Nagendrn. S, Associate Professor, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Vishveshwaraya Technological University, Belgaum, Karnataka.


Dr. Nagendra .S

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

I, **Sharath B**, hereby declare that the internship report entitled **“TECHNICAL ANALYSIS OF AUTOMOBILE AND BANKING INDUSTRY”**, A study conducted at **Aditya Birla Money, Belthangady** prepared by me under the guidance of **Dr. Nagendra. S**, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Prashanth Kumar S**, Stock Broker, Aditya Birla Money, Belthangady.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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: 15 /May/2017.

ACKNOWLEDGEMENT

Completion of a task by determining 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.

Hereby I make a humble 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 am deeply indebted to my faculty guide **Dr. Nagendra. S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Prashanth Kumar S**, Branch Manager, Aditya Birla Money, Belthangady and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

SHARATH.B

EXECUTIVE SUMMERY

The Project title Technical and fundamental Analysis was conducted at Aditya Birla Money Ltd. Belthangady. The stock market contribution to the Indian economy is huge. Government of India is getting huge amount of revenue from the stock market as investor in the stock market are huge in numbers as compared to previous years. By this study investor can investor can make both fundamental and technical analysis so that he can get more input or details about the investment and which stock to buy and to sell. This study helped me to understand the perception of the investor towards equity shares from the interaction with the broker.

CHAPTER 1

INTRODUCTION



Internship Report on

**"A STUDY OF EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER
WITH SPECIAL REFERENCE TO HARSHA RETAIL SHOP"**

By

SHARATH

USN: 4LV15MBA24

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Reema Agnes Frank

Assistant Professor

Dept of Business Administration

AIET, Mijar

EXTERNAL GUIDE

Mr. Vijaykar

Manager

Harsha retail store

Brahmavar



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Phone: 08258-262725, Fax: 08258 - 26272

Batch: 2015-17



Prakash Retail Pvt. Ltd.

Phone : (0820) 2523842
Fax : +91 820 2525041
E-mail : ho@prlinda.in

02.05.2017

Corporate Office:
Opp. Ambalpady Post Office,
Udupi - 576103

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sharath** bearing Registration No **4LV15MBA24** Final Year MBA student of Alvas Institute Of Engineering and Technology, has done his Project on **"Effectiveness Of Advertisement With Special Reference to Harsha"** from 28.12.2016 to 09.03.2017.

During the Internship 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 **PRAKASH RETAIL PVT.LTD,**


B.N. AMIN
GENERAL MANAGER HR





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Vishvesvaraya Technological University, Belagavi)

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Date: 15-MAY-2017

Certificate

This is certified that Mr. SHARATH bearing USN 4LV15MDA24 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on A Study of Effectiveness of Advertisement on Consumer with special Reference to Harsha Retail Shop is prepared by him under the guidance of Prof. Reema Agnes Frank, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Prof. Reema Agnes Frank
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

R

L

DECLARATION

I, Sharath, hereby declare that the Internship report entitled "A Study of Effectiveness of Advertisement on Consumer" with reference to "Harsha retail shop Brahmavara" prepared by me under the guidance of Prof. Reema Agnes Frank, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Vijaykar, Manager, Harsha Retail Shop.

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

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

Place: Mijar

Date:
student


Signature of the

ACKNOWLEDGEMENT

I, Sharath, II year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidri, wish to express my 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'm extremely thankful to Mr. Vijaykar, Manager, HARSHA Retail Store, Brahmavar, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide Prof. Reema Frank, faculty, MBA Department, for his valuable advice and guidance rendered to me complete this project successfully.

I am deeply thankful to Prof. Ramakrishna Chadaga, Dean, Department of Business Administration for his constant involvement and support during the project.

It gives immense pleasure to be thankful to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, for giving an opportunity to complete the project work.

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 co-operation extended during my project work.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

SHARATH
(4LV15MBA24)

EXECUTIVE SUMMARY

Advertising is the only element of the promotion mix, but it often considered well-known in the total marketing. Promotion is often projected to be a supporting section in marketing. Promotion decision must be integrated and matched with the rest of the marketing. The study on "Effectiveness of advertisement on consumer at Harsha retail shop, Brahmavara" was done with the help of questionnaire techniques. The study revealed that majority of the respondents rated as attractive towards the product presentation. It is clear way show casing the product will attract the customers.

Internship Report on
“A STUDY ON SERVICE QUALITY AND ITS IMPACT ON CUSTOMER
SATISFACTION, PANTALOONS FASHION AND RETAIL LIMITED,
MANGALORE”

Submitted By
Ms. Supriya Suvarna
4LV15MBA48
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

Reema Agnes Frank
Asst Professor
Department of MBA
AIET, Mijar.

EXTERNAL GUIDE

Mr. Suresh Devadiga
Marketing Manager
Pantaloon Fashion & Retail Ltd
Mangalore



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri, D.K
2015-2017



DATE: 10- April-2017

This is to certify that Miss Supriya Suvarna (Reg. 4LV15MBA48) pursuing her MBA at Alva's Institute Of Engendering & Technology, Moodbidri has done her internship training at "PANTALOONS CITY CENTRE MALL" Mangalore During the period from 02/01/2017 to 31/03/2017. She has done project "Study on Service Quality & Its Impact to Customer Satisfaction in Pantaloons."

During this project period, we found her sincere and hard working

We wish her all the best for future endeavour.

Thanks & Regards,

Suresh Devadiga

Cluster Marketing-Rest Of Karnataka

Aditya Birla Fashion & Retail Ltd.

pantaloons

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

City Center Mall K.S. Rao Road, Hampanakatta,
Mangalore - 575003 Karnataka
Tel: +91 824 4252271

Regd. Off: 701-704, 7th Floor, Skyline Icon Business Park,
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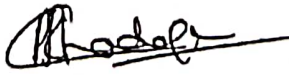
Date: 15-MAY-2017

Certificate

This is to certify that Miss. Supriya Suvarana bearing USN 4LV15MBA48 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A Study on Service Quality and its Impact on Customer Satisfaction in Pantaloon Fashion and Retail Limited" is prepared by her under the guidance of Prof. Reema Agnes Frank, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Prof. Reema Agnes Frank
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Supriya Suvarna, hereby declare that the Internship report entitled "A Study on Service Quality and its Impact on Customer Satisfaction" with reference to "Pantaloons Fashion and Retail Limited, Mangalore" prepared by me under the guidance of Prof. Reema Agnes Frank, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Suresh Devadiga, Marketing Manager, Pantaloons Fashion and Retail Limited, Mangalore.

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

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

Place: Mijar



Date: 16/05/2017

Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am extremely grateful to my research guide Prof. Reema Agnes Frank, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to Mr. Suresh Devadiga, Marketing Manager, Pantaloons Fashion & Retail Limited, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal Dr. Peter Fernandes for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to Mr. Ramakrishna Chadaga, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Supriya Suvarna)

USN: 4LV15MBA48

EXECUTIVE SUMMARY

A project report titled "A Study on Service Quality and its Impact on Customer Satisfaction Pantaloons Fashion & Retail Limited, Mangalore." This study main purpose is to know customer expectation and reality in Pantaloons. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's records are used as a source of secondary data. This study used the simple analytical methods like bar charts, pie charts, etc., are used to analyse the data collected.

From the study it was found that services are provided by the Pantaloons are effectively satisfied their customers. In this study methods were used that service quality dimensions are Reliability, Responsiveness, Assurance, Empathy, Tangibles based on these dimensions questionnaires are prepared. In the analyse it is found that customers well satisfied by the products and services of the Pantaloons.

CHAPTER I

INTRODUCTION



Internship report on

**“A STUDY ON SALES PROMOTION IN NANDINI LAYOUT RELIANCE
FRESH AT RELIANCE RETAIL PRIVATE LIMITED, BANGALORE”**

BY

THOKCHOM PRATIBHA CHANU

USN: 4LV15MBA45

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Dr Ravikulkarni

Department of Business Administration

A.I.E.T, Mijar

EXTERNAL GUIDE

Mrs Mahadeva k s

HR Manager

Reliance Retail Limited

Bangalore



Department of MBA

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Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.K. -574225
Phone: 08258-262725, Fax: 08258 – 262726
Batch: 2015-2017

Reliance Retail Ltd

23rd February, 2017

To whom so ever concern

This is to certify that **Ms. Thokchom Pratibha Chanu** (Reg no: 4LV15MBA45) MBA student of Alva's Institute of Engineering and Technology, Managalore, has undergone Case Study on "A Study on Sales Promotion in Reliance Fresh at Reliance Retail Pvt Ltd, Bangalore from 02.01.2017 to 19.02.2017. Under the guidance of Mr.Mahadeva KS, Manager-HR.

We wish her all the best in her future endeavor.

For Reliance Retail Ltd

For Reliance Retail Limited

Mahadeva KS
Manager HR. **Authorized Signatory**



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

Date: 16-May-2017

Certificate

This is to certified that Ms. THOKCHOM PRATIBHA CHANU bearing USN 4LV15MBA45, is a bonfire student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A Study On Sales Promotion In Reliance Fresh At Reliance Retail Private Limited" is prepared by her under the guidance of Dr. Ravi Kulkarni, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

Dr. Ravi Kulkarni
Project guide

Prof. P. Ramakrishna Chadaga
Dean MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Thokchom Pratibha Chanu, hereby declare that the internship entitled, "A STUDY ON SALES PROMOTION IN RELIANCE FRESH AT RELIANCE RETAIL LIMITED BANGALORE" is prepared by me under the guidance of Prof. Dr. Ravikulkami, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Mahadeva, Reliance retail limited, Bangalore.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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, Moodbidri

Signature of the student

Th. Pratibha

Date: 15/2/17

ACKNOWLEDGEMENT

I, **Thokchom Pratibha Chanu**, II year MBA student of **Alva's Institute of Engineering and Technology, Mijar, Moodbidri**, wish to express my 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'm extremely thankful to **Mr. Mahadeva k s, Senior HR manager, Reliance Retail limited, Bangalore**, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide **Prof. Dr. Ravikulkarni, faculty, MBA Department**, for his valuable advice and guidance rendered to me complete this project successfully.

I'm deeply thankful to **Prof. Rama Krishna Chadaga, Dean, Department of Business Administration** for his regular involvement and support during the project.

It gives immense pleasure to be thankful to **Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology**, for giving an opportunity to complete the project work.

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 co-operation extended during my project work.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Thokchom Pratibha Chanu

(4lv15MBA45)

EXECUTIVE SUMMARY

This project entitled "A study on sales promotion in Reliance fresh at Reliance Retail Private Limited Bangalore" is intended to determine to attract new customers, tools and technique and analyze the purchasing behaviour of the customer. The study will support us to get a better representation what the customers expect about the company services.

The project includes taking feedback from the customers to identify their increase sale promotion towards the services provided and about the products offered by the company.

The research has adopted convenience sampling method for the study. The answers given by the respondents are documented by conducting a survey with the support of questionnaire. The questionnaire has been planned in such a way that to bring the most accurate data. The information collected from the survey has been properly analysed and it has interpreted in significant way to get the proper findings and suggestion on improving the performance.

Internship Report on
**REACTION OF STOCK MARKET FOR THE RELEASE OF CORPORATE
QUARTELY RESULTS;**

A STUDY CONDUCTED AT PRIMER INVESTMENTS, UDUPI

BY

THOUFEEQ

USN: 4LV15MBA33

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGUM

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

MASTERS OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Kushalappa S

Associate Professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Harish B

Business Partner

Premier Investments

Udupi, Karnataka



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri.

2015-2017

Premier Investments

Premier Centre
Old Post Office Road,
Udupi - 576 101
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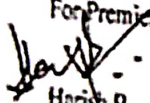


Udupi
06/05/2017

CERTIFICATE

This is to certify that Mr.Thoufeeq. (USN 4LV15MDA33), student of M.B.A. at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka has done a project work on "Reaction of Stockmarket for the release of Corporate Quarterly Results : A Study Conducted at Premier Investments, Udupi " a franchisee of Motilal Oswal Securities Limited, Mumbai from 02nd January 2017 to 10th March 2017.

During this period, his conduct and performance were good.

For Premier Investments,

Harish B



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

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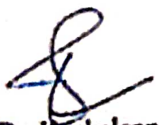
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 10-May-2017

Certificate

This is certified that Mr. Thouseeq bearing USN 4LV15MBA33 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on Reaction of Stock Market for the Release of Corporate Quarterly Results: A Study Conducted at Premier Investments, Udupi is prepared by him under the guidance of Dr. Kushalappa S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.


Dr. Kushalappa S.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, **THOUFEEQ**, hereby declare that the internship report entitled "**Reaction of Stock Market for the Release of Corporate Quarterly Results**" prepared by me under the guidance of **Dr. Kushalappa S**, Associate Professor, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Harish B**, Branch Manager, Premier Investments Udupi.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by Vishvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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.



Signature of the student.

Place: Mijar

Date: 10/May/2017.

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 wish to express my heart full gratitude to number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to Dr. Ramakrishna Chadaga, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Kushalappa S**, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Harish B**, Branch Manager, Premier Investment, Udupi and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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EXECUTIVE SUMMERY

Investors assign a great deal of significance to announcement of earnings reports as it reflects the financial performance of the company and is an indicator of the future direction of the company. Earnings announcement provide the market participants with the single most important piece of public information by which they can evaluate the performance of a firm. The market is filled with anticipation at the time when financial result of a company are to be announced as they form the basis for revalidation of the future growth prospects of a company which would be reflected in a buy, hold or sell strategy. Thus, the adjustment of stock price to the announcement of earnings reports is an important empirical issue.

The study has been undertaken at Premier Investments Udipi. The study comprises of 185 individual stocks listed in the Bombay stock Exchange (BSE) announced earnings announcement during the period from 2012 to 2016. The study makes an attempt to analyze the performance of various stocks on the date of earnings announcement, during the past fifty days before the announcement and fifty days after the earnings announcement. The concept of impact of earning announcement and stock market reaction, the literature review, the research methodology used, result of hypotheses tested are explained in detail.

R/B/G

Internship Report on

**“IMPACT OF MACRO-ECONOMIC FACTORS ON INDIAN STOCK
MARKET- A STUDY OF BSE SECTORAL INDICES”**

BY

CLEVIN DAISON PEREIRA

USN: 4AL15MBA13



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

Dr. Ravi kulkarni

Associate Professor

Department of MBA

AIET, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Prashanth Kumar

Stock Broker

Adithya Birla Money

Belthangady.



Department of MBA

**Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri
2015-2017**

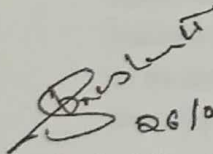
ADITYA BIRLA



MONEY

"TO WHOM SO EVER IT MAY CONCERN"

This is to certify that Mr. CLEVIN DAISON PEREIRA bearing USN-4AL15MBA13 bonafide student doing his MBA at ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, has undergone a project "IMPACT OF MACRO - ECONOMIC FACTORS ON INDIAN STOCK MARKET- A STUDY OF BSE SECTORAL INDICES" in our organization from 2nd January 2017 to 10th March 2017. His character and Conduct is uniformly good. He deserved all the Encouragement.


26/04/2017
Authorized Signatory

ADITYA BIRLA MONEY LTD.,
D. NO: 7 - 13 / 27
LOBO TOWERS, NEAR AIYAPPA TEMPLE,
KARUNATHI ROAD, BELTHANGADY - 574 214

PRASHANTH KUMAR
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Date: 15-May-2017

Certificate

This is to certify that **Mr. Clevin Daison Pereira** bearing **USN 4AL15MBA13** is a bonafide student of Master of Business Administration course at the Alva's Institute of Engineering and Technology (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "**Impact of Macro-economic factors on Indian stock market-A study of BSE sectoral indices**", a Study Conducted at Aditya Birla Money, Belthangady is prepared by him under the guidance of **Dr. Ravi Kulkarni, Associate Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr. Ravi Kulkarni
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

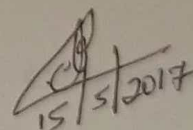
I, **CLEVIN DAISON PEREIRA**, hereby declare that the internship report entitled "**IMPACT OF MACRO-ECONOMIC FACTORS ON INDIAN STOCK MARKET- A STUDY OF BSE SECTORAL INDICES**", with reference to **Aditya Birla Money, Belthangady**" prepared by me under the guidance of **Dr. Ravi Kulkarni, Associate Professor**, Department of Business Administration, Alva's Institute of Engineering and Technology and external assistance by **Mr. Prashanth Kumar S**, Stock Broker, Aditya Birla Money Ltd, Belthangady.

I also declare that this internship work is towards the partial fulfillment of the university regulation for the award of the degree of Masters of Business Administration by of Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 10 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 /May/2017

A handwritten signature in black ink, appearing to be 'C. D. Pereira', written over a date stamp.

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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna Chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Ravi Kulkarni**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Prashanth Kumar S**, Stock Broker, Adithya Birla Money, Belthangady and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

Clevin daison pereira

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EXECUTIVE SUMMERY

This study considered 6 macro economic factors namely, inflation, interest rate, gold prices, foreign exchange rate, crude oil prices, and silver price. Analyzed the impact of these macro-economic variables on selected sectoral indices at BSE, SENSEX, S&P BSE Bankex, S&P BSE Oil and Gas, S&P BSE Capital Goods, S&P BSE Auto, S&P BSE Metals, S&P BSE Techk, and S&P BSE Consumer Durables. Along with other objectives, the main objective of the study is, to understand, to what extant macro economic factors created impact on selected sectoral indices.

This study considers data from June 2006 to January 2017. To meet all objectives, descriptive statistical tools are used under this study. Descriptive statistical tools like maximum value, minimum value, kurtosis, skewness, mean and other techniques like standard deviation, expected return, average return, correlation and multiple regressions are used.

Results shows that the objectives of this research carried out are met and found that macro-economic factors have an impact on the Indian stock market. Selected macro economic factors effected positively to few selected sectoral indices, when slected macro-economic factors varies and few sectoral indices impacted negatively with the change in selected macro economic factors.

RBG

**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS
AND SERVICE OFFERED BY RELIANCE COMMUNICATIONS**

By

VARUN BHANDARY

USN: 4LV15MBA34



Under the guidance of

INTERNAL GUIDE

Prof. Johnson Fernandes

Assistant Professor

Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

Mr. Purushotham M P

Group Account Manager

Global Enterprise Business

Reliance Communications

Limited, Bangalore



2016-2017

Department of MBA

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Tel : + 91 80 3033 2100
www.rcom.co.in

Date: 03/03/2017

TO WHOM IT MAY CONCERN

This is to certify that Mr. Varun Bhandary (USN 4LV15MBA34), MBA student from Alva's Institute of Engineering & Technology, Moodbidri was associated with us for a project training in our Sales & Marketing Department from 3rd January 2017 to 3rd March 2017.

The Topic of Study was: A Study on Customer Satisfaction towards the products and services offered by Reliance Communications Limited.

During the course of this project, we have found him to be focused and involved in the project activities that he has taken up.

Thanking you,

For Reliance Communications Limited



Rajneesh Roy
Head – HR
Karnataka



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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15-05-2017

Certificate

This is certified that **Mr. Varun Bhandary** bearing **USN 4LV15MBA34** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on A study on customer satisfaction towards the products & services offered by Reliance Communications is prepared by him under the guidance of **Prof. Johnson Fernandes**, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Prof. Johnson Fernandes
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Varun bhandary, hereby confirm that the report entitled, " A Study on Customer Satisfaction towards the products and services offered by Reliance Communications" prepared by me under the guidance of Mr. Johnson Fernandes, Faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar and External Guide Mr. Purushotham, M P, Group Account Manager, Reliance Communications, Bangalore

I also declare that this internship 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 ten weeks further declare that this project is base on the original study undertaken by me and has not been submitted for the award of any degree/diploma of VTU or any other university /institution

Place: Mijar

Date : 15-05-2017

Varun Bhandary
Signature of the student

ACKNOWLEDGEMENT

I, Varun Bhandary, 2nd year MBA student of Alvas's Institute of Engineering and Technology, Mijar, Moodbidre, wish to express my 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 fulfillment of Master of Business Administration.

I'm extremely thankful to Mr. Purushotham M P Group Account Manager Reliance Communications Bangalore for guiding me and for extending full support at all stages of this project

I express my heartfelt gratitude to my guide Mr Johnson Fernandes, Faculty, MBA Department, for his valuable advice and guidance rendered to me to complete this project successfully

I'm deeply thankful to Prof. P Ramakrishna Chadaga, Dean, Department of Business Administration for his constant involvement and support during the project.

It gives me an immense pleasure to be thankful to Dr. Peter Fernandes, Principal Alvas's Institute of Engineering and Technology, for giving an opportunity to complete the project work.

I am also thankful to the faculty members, teaching and non teaching staff of the Department of MBA, Alvas's Institute of Engineering and Technology, Mijar, Moodbidri, for their co-operation extended during my project work.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

VARUN BHANDARY

(4LV15MBA34)

EXECUTIVE SUMMERY

A project report titled "A Study on Customer Satisfaction towards the Products and Services offered by Reliance Communications" Bangalore

In order to be successful in the market it is not sufficient to attract new customers, managers must concentrate on retaining existing customers implementing effective policies of customer satisfaction and loyalty. In Tele Communications industry customer satisfaction is largely depends upon quality of service. A management approach focused on customer satisfaction can improve customer loyalty.

The present study is done to find out the customer expectation and satisfaction level towards the services offered by Reliance Communications. A sample survey of 200 respondents as been taken to find out the expectation and satisfaction level of the customers of Reliance Communications in Bangalore city

INTRODUCTION

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

Submitted By

VASANTHA

USN: 4LV15MBA35

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. NAGENDRA .S

Associate Professor

Department of Business Administration

AIET, Mijar

EXTERNAL GUIDE

SHASHI KANT

Senior manager

Global enterprise business

Reliance Communications Ltd

BANGALORE



Department of MBA

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Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

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www.rcom.co.in

Date: 03/03/2017

TO WHOM IT MAY CONCERN


This is to certify that Mr. Vasantha (USN 4LV15MBA35), MBA student from Alva's Institute of Engineering & Technology, Moodbidri was associated with us for a project training in our Sales & Marketing Department from 3rd January 2017 to 3rd March 2017.

The Topic of Study was: A Study on positioning the services of Reliance Communications Limited to various Corporate Clients (B2B) in Bengaluru.

During the course of this project, we have found him to be focused and involved in the project activities that he has taken up.

Thanking you,

For Reliance Communications Limited


Rajneesh Roy
Head - HR
Karnataka

Registered Address :

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

CIN : L45208MH2004PLC147631



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

Date: 15 MAY 2017

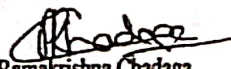
CERTIFICATE

This is to certify that Mr.Vasantha bearing USN 4LV15MBA35 is the bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.


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


Dr. Nagendra.S

Project Guide


Prof. P. Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

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

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

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

Place: Mijar

Date:
student

Signature of the

ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

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

I am thankful to **Mr. Shashi Kant**, Senior manager, Global enterprise business, Reliance communications Limited, Bengaluru for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Vasanth)

USN: 4LV15MBA35

EXECUTIVE SUMMARY

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

INTRODUCTION

Internship Report on
A STUDY ON CONSUMER EXPECTATION AND SATISFACTION
TOWARDS HONDA ACTIVA3G AT TUMKUR

Submitted By

VEERABHADRA SWAMY G L

4LV15MBA36

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

Dr. Ravi Kulkarni

Asst. Prof

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Prasanth kumar

General Manager

Shantinath Auto

Sira, Road, Tumkur



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

SHANTINATH AUTO



SIRA GATE TUMKUR-572101

PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr.VEERABHADRA SWAMY G.L** (Reg.no.4LV15MBA36) a student of final year MBA of Alva's institution of engineering and technology, Mijar. Had completed the summer internship project work on "**A STUDY ON CONSUMER EXPECTATION AND SATISFACTION TOWARDS HONDA ACTIVA3G AT TUMKUR**" at Shanthinatha Auto Tumkur. During the year 2016-17 for period of 10 weeks from 02-01-2017 to 10-03-2017.

This project has been successfully completed by his satisfactory under our guidance, during the study his character and conduct was found satisfactory and we wish all the best for his future.

DATE: 1/3/2017

PLACE: Tumkur.

Pragathi Kumar. HV
SHANTINATH AUTO
SIRA ROAD
TUMKUR - 572 106



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15-05-2017


Certificate

This is certified that Mr. Veerabhadra Swamy GL bearing USN 4LV15MBA36 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on A study on Consumer Expectation and Satisfaction towards Honda Activa 3G, Tumkur is prepared by him under the guidance of Dr.Ravi Kulkarni, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. Ravi Kulkarni
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

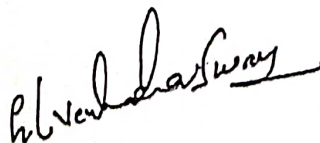
I, VEERABHADRA SWAMY G.L, hereby declare that the Internship report entitled "CONSUMER EXPECTATION AND SATISFACTION" with reference to "Shantinath AutoTumkur" prepared by me under the guidance of Prof.Dr. Ravi Kulkarni , faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr.Prasanthkumar General manager of shantinathAuto,Tumkur.

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

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

Place:Mijar

Date: 15/5/2017


Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble 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 acknowledge my fullest gratitude to my internal guide **Prof Dr. Ravi Kulkarni.**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Prasanth kumar General manager of shantinath Auto, Tumkur**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Veerabhadra swamy G.L)

USN: 4LV15MBA36

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4.22	If you have any more expectation for Honda activa3g.	55

EXECUTIVE SUMMARY

This project title "A study on consumer expectation and satisfaction towards Honda activa3g at tumkur" is submitted towards partial fulfilment of the requirement of the award of Master of Business Administration. This project contains industrial, company profile, objectives of the study, research methodology, Analysis and interpretation, finding and conclusion.

A Consumer expectation and satisfaction plays an important role in determining the success of the organization. The customers are a learning element in any success of the business. So the product development, changes should be done accordingly.

The main objective of the study is to find out the consumer expectation and satisfaction towards Honda activa3g.

The suggestions include Honda activa3g can increase the advertisements to increase the brand awareness regarding vehicle. Honda can come up with customer friendly pricing strategies.

CHAPTER I INTRODUCTION

Internship Report on
**"COST-BENEFIT ANALYSIS ON AUTOMATION AND COST SAVINGS ON
TRANSPORTATION AND MANPOWER"**

**A STUDY CONDUCTED AT TUMKUR COOPERATIVE MILK
PRODUCERS SOCIETIES UNION LIMITED
BY**

**YASHASWINI H
USN: 4LV15MBA41**

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

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

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

**Dr. R. Wranton Perez
Associate Professor
Department of MBA
AIET, Mijar, Moodbidre.**

EXTERNAL GUIDE

**Mr. Manjunath
Production Manager
TUMUL
Tumkur**



Department of MBA

**Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri
2015-2017**



TUMUL

ತುಮಕೂರು ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿಯಮಿತ
TUMKUR CO-OPERATIVE MILK PRODUCERS' SOCIETIES UNION LTD.,



Date : 04/03/2017

" CERTIFICATE "

This is to Certify that Ms. YASHASWINI H (M.B.A)
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI,
has undergone


" A STUDY ON COST-BENEFIT ANALYSIS ON AUTOMATION
AND COST SAVINGS ON TRANSPORTATION AND MANPOWER "

at Tumkur Cooperative Milk Union, Mallasandra during
the period from

"18-01-2017 To 27-2-2017 "

She has successfully completed Project Work in the
stipulated time.

This certificate is issued only for academic purpose.


MANAGING DIRECTOR
MANAGING DIRECTOR
TUMKUR MILK UNION LTD.,
Mallasandra, TUMKUR.

ಆವಾಸ ಕಛೇರಿ : ಬಿ.ಹೆ. - 206, ಬಿ.ಹೆ. ರಸ್ತೆ, ಮಲ್ಲಾಸಂದ್ರ, ತುಮಕೂರು - 572107 ಕರ್ನಾಟಕ.

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

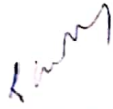
A Unit of Alva's Education Foundation (R)
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Date: 15-May-2017

Certificate

This is to certify that, **Ms. Yashaswini H.**, bearing USN 4LV15MBA41, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Cost Benefit Analysis on Automation and Cost Savings on Transportation and Man Power - A study conducted at TUMUL, Tumkur", is prepared by her under the guidance of **Dr R.Wranton Perez**, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Dr. R. Wranton Perez
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

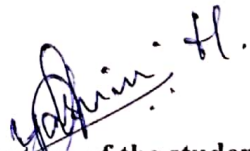
I, **Yashaswini H**, hereby declare that the internship report entitled “**Cost-Benefit Analysis on Automation and Cost Savings on Transportation and Manpower**” :A study conducted at **Tumkur Cooperative Milk Producers Societies Union Limited, Tumkur** prepared by me under the guidance of **Dr. R. Wranton Perez** Associate Professor, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance provided by **Mr. Manjunath**, Production Manager, TUMUL, Tumkur.

I also declare that this internship 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 the project for a period of Twelve 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: 15-05-2017


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 wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset, I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. R Wranton Perez**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mr. Manjunath**, production Manager, TUMUL, Tumkur and his staff for granting permission and providing requisite information regarding the project.

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 members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

USN: 4LV15MBA41

(Ms. Yashaswini H)

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EXECUTIVE SUMMARY

The present study, "cost-benefit analysis on automation and cost savings on transportation and manpower" with respect to TUMUL, Tumkur gave an opportunity to know about the significance of cost-benefits in the automated and semi-automated companies along with the cost savings on transportation and manpower.

The analysis on cost is done on the basis of input logistics where in, the procurement of raw milk, transportation cost and the cost saved on reshuffling is considered. When it comes to energy conservation the processing plant and activities are considered and the third aspect manual accounting v/s software supported accounting system, marketing activities and RMRD (raw milk receiving dock) are considered.

The first part of the study gives an insight about company's induction of semi-automation, non-tangible achievements like Consistent quality maintenance, Reduction of manual monitoring and Effective process control and how it can be used in taking the decisions in the production and other activities of the company.

The study has been undertaken at, "TUMUL," Tumkur. In this study I have chosen various processing machines which are automated and semi automated, transportation cost and the reduction of manpower cost in the various sectors like marketing and production department.

I have collected information from the previous year's data of the company with which savings on various aspects were compiled with the help of decentralization method, procurement transportation cost method to know the amount of cost saved

I came to know that every company has to compile the cost sheet to avoid the unnecessary expenses which can be used for the further operations of the company.