

TRIDENT AUTOMOBILES PRIVATE LIMITED

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Date: 02-04-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Dilip Kumar M (Reg No:11A17MBA18)** who is pursuing his Post Graduation Degree in MBA from “**Visvesvaraya Technology University**” has successfully completed his Internship on “**Customer Satisfaction Towards Bharath Benz**” in our organization from the period of **03rd January 2019 to 16th February 2019**.

His performance & conduct during the internship was good.

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

Your's faithfully,
For **Trident Automobiles Pvt Ltd.,**



Metha Nanjappa
General Manager – HR



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 05/04/2019

CERTIFICATE

This is to certify that **Mr. Dilip Kumar M** bearing **USN 11A17MBA18** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Customer Satisfaction Towards Bharat Benz Products, Trident Automobiles Pvt. Ltd, Bengaluru**" is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

8/4
Head of the Department
Department of MBA
Acharya Institute of Technology,
Soladevanahalli, Bangalore-560 107

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bangalore-107

DECLARATION

I, **Dilip Kumar M**, hereby declare that the Project report entitled "**A Study on Customer Satisfaction**" with special reference to "**Bharat Benz Trident Automobiles Pvt Ltd**" prepared by me under the guidance of Prof. Archana Vijay, faculty of M.B.A Department, AIT Bangalore and external assistance by **Mr. Harsha H, Marketing Head, Bharat Benz**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:
Date

Bangalore
11/4/19



Signature of the student

ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal **Dr. Prakash M R, Dr. Devarajaiah R M**, Dean Academics and thanks to **Dr. M. M. Bagali**, HOD, Department of MBA, for giving me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my External guide **Mr. Harsha H** and my Internal guide **Prof. Archana Vijay** for their research guidance, encouragement and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

Place: Bengaluru

Date: 11-04-2019

Dilip Kumar M

USN: 1IA17MBA18

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