

Date: 15/04/2018

CERTIFICATE

This is to certify that the project entitled, “A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY AT AADYA MOTORS, BENGALURU” submitted by VIKAS MJ (1AY16MBA89) in fulfilment of the requirements for the award of Degree in MBA is an authentic work carried out by him under my supervision and guidance for the period of 45 days dated from 01/03/2018 to 14/04/2018.

To the best of my knowledge the matter embodied in the project has not been submitted to any other University / Institute for the award of any Degree or Diploma.

For AADYA MOTORS



HR MANAGER




ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Vikas M J** bearing USN **1AY16MBA89** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction Towards Service Quality**” at **Aadya Motors, Bangalore** is prepared by him under the guidance of **Prof. Arundathi K L** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


26/5/18

Signature of Internal Guide



Signature of HOD

Head of the Department
Department of MBA

Acharya Institute of Technology
Soladevanahalli, Bangalore-560 107


26/5/18

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soladevanahalli Bangalore-560 107

DECLARATION

I **VIKAS M.J**, hereby declare that the internship report entitled “A study on customer satisfaction towards service quality in Aadya motors, Bangalore” prepared by me the guidance of **prof. ARUNDATHI.K.L** Faculty of MBA Department, Acharya institute of Technology and External guidance by **Mr. MAHAVEER**, Service Manager of Aadya motors,

I also declared that this internship work is 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 internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 25/05/2018



SIGNATURE

VIKAS M.J

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr.Mahaveer, Service Head in ,Aadya motors., and my internal research Guide, Prof.Arundithi K.L, 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.

I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

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.

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EXECUTIVE SUMMARY

The project was done for the period of 10 weeks where it was done to understand and conduct a study on “Customers Satisfaction Towards Service Quality at Aadya Motors”.

Aadya Motors is an authorized distributor of Tata Motors Co., Ltd. Tata Motors Co., Ltd. is the largest automotive company in India and earns Rs. In 2016-17 it was 32,426 cr (\$7.2 billion). It has a leading position in the field of commercial vehicles in various fields, ranking second in the passenger vehicle market and succeeding in the fields of compact, medium- sized vehicles and utility vehicles. The company is world's fifth-largest manufacturer of medium -sized & heavy-duty commercial vehicles, and second largest manufacturer of medium sized and heavy-duty passenger vehicles around the world.

Tata Motors was established in 1945 and does have a place in India's business. Since its first launch in 1954, the number of Tata cars on the Indian highway has exceeded 4 million. The company's manufacturing bases are located in Jharkhand in east of India, Pune (Maharashtra) in the west, and Uttar Pradesh in the north of Lucknow, and Pantnagar (North Arkander) state). Singh (close to Calcutta, West Bengal) is building a new factory to produce the company's small car. The dealership, sales, service and spare parts network throughout the country contains more than 2,000 contact points. The company also has a strong automotive finance business, TML Financial Services Ltd., to support customers in the purchase of Tata Motors.

Followed by analysis where it is said that Aadya Motors has satisfied its customer to a good extent where the customers are willingly have given a positive response

CHAPTER -1

INTRODUCTION

1. Introduction:

The project is been done for 10 weeks at Aadya Motors. The project is conducted under the guide of the company with the project named 'Customer Satisfaction at Aadya Motors, Bangalore'. It was done to understand why and how the customers are satisfied with the service quality given by Aadya Motors and likely customers demanding for it continuously.

1.1 Industry and company profile:

During Twenties, cars shown style refinements like balloon tires , pressed-steel wheel ,machinebrakes .

In Brief,

The start of the car is unlimited. In this part of the history of automobiles, starting with the transportation of primary cars to Asian countries, a separate discussion was held on the development and modernization of the automobile phase. Car history from this time. The automotive business has changed way people live and work. The earliest modern cars were produced in the factory in 1895. Shortly afterwards, main appearance of the car within Asian countries followed, this century changed and there are three cars in the city (India) that are foreign. In 10 years, there are 1025 cars in the town. Once the main wheels of Asian countries are used for transportation, the dawn of cars can really be traced back to 4000 years. In the early fifteenth century, the Portuguese arrived in China and interacted with two types of cultural crystal rectifiers with a series of the latest technologies and created a wheel that turned under their own power. By the 17th century, small power engine models were developed, but it took another century before a full-scale engine- powered vehicle were born. In 1893, the Charles and Franconian brothers introduced this special car

. It is absolutely the main American internal combustion engine car, and in the same year, Henry Ford's original experimental car absolutely followed. One of the top level earlier luxury cars is the 1909 RollsRoyce Silver Ghost, which features a quiet six-cylinder engine, animal skin interior, folding windshield ,hood, and a metal body. This is definitely a typical driver driver and pressure

Comfort and elegance, not speed. Throughout in 1920s, these cars exhibited style improvements such as balloon tires, pressed steel wheels and mechanical brakes. The 1929 Graham Leroy Robert Paige DC Tour was powered by an eight-cylinder engine and metal bodywork.

The 1937 Pontiac Diamond State Limousine has a convenient interior and rear hinged back door for family needs. In the 1930s, the vehicle's three-dimensionality was lower and more efficient than its predecessors. In the 1940s, auto-pilots, enclosed headlights, and tubeless tires were selected.

In 1957, the Mercedes-Benz 300SL brought a powerful limousine. It is fully compact and traditional circuit design and can reach 230 kmh (144 mph). This is a history of Indian cars. Nowadays, stylish cars are usually light weight, aerodynamically designed and compact.

AADYA PROFILE

Service in AADYA :

AADYA may be the exclusive sales office of Tata Motors at vidyanagar Hubli. This is a sales room for six district Viz. Bagalkot, Belgaum, Dharwad, Gadag, Bijapur and Haverii

There is a small sales room in Ankola and Bijapur to hide the replacement area, which operates under AADYA's largest branch. This is a promotional campaign, such as journal advertising, discounts and insurance, road shows and demonstrations

Sales executives have a very important role in fulfilling customer inquiries. Since AADYA's promotion activities did not seem to be effective in reaching out to customers in alternative areas, AADYA indicated that almost all of their sales were in the Dharwad area and that its customers in other areas were los

Presently they're in:

Hindustan crude since 1950

Kirloskar Bearing since 1975

TVS Motors since 1979

Sesa Goa Fecike & coal since 1990

TATA Motors since 1992

Branches of AADYA :

Head Office: hubli

Branches: Belgaum, Ankola, Bijapur, Gulbarga.banglore

Basic Information:

- Service setup: Banglore, Chikodi, Bidar
- Employee : staff 528
- Achievements:

Best business award public-service corporation.

Best business award by MICO.

Best business award by TVS.

- Activities:

Sales in Tata motors cars.

Service,repair of all vary of cars.

Sales of cars spare components.

- FOR CONTACT:

Lumbini Garden main Gate,veeranpalya,

Service bypass Bengaluru 560045

Tel: 43250000

E-mail: salespcdh@AADYA .com

1.2 Services profile

- Reducing Emissions:

A specialised laboratory has been originated to live levels of emission of vehicles mistreatment fuel, diesel or CNG. This laboratory helps Tata Motors succeed fuel consumption efficiencies that will change to international standards, beneath variable driving cycles. It stands testimony to Tata Motors commitment to assist bring down levels of region pollution caused by transport exhaust.

- Gold club membership



Excellence limitless, over time, becomes a habit. it's not one thing one aspires for, however rather the method one lives, and thinks. And if you're a Tata Motors client, it's the method you drive.

- ✓ Having understood your passion for excellence, we tend to at Tata Motors, would love to supply you the Tata Motors Gold Club membership set up, for all of your pairing desires and needs.

- ✓ It offers you the following:

- ✓ This privileged membership offers you a bouquet of free services, engaging discounts and special offers, over a two year membership amount.

- ✓ You shall be entitled for priority service at the Dealer / Tata approved Service Centre workshop, wherever you've got registered for the membership. No previous appointment shall be needed.

- ✓ Gold Club membership and avail of the special worth of Rs 499/- as against the regular worth of Rs 999/- . And you'll guarantee quality service for your automobile for a full two year.

- ✓ The Membership is accessible across our service network. To register your self, kindly raise the Service selling Officer / Service authority of the approved workshop you patronize, for details and registration procedures.

- Tata Provides Protection service:

It has remained objective to present quality product as well as coverings that you gain off throughout your vehicle possession amount. To fulfilling these objective, I tend to square measure happy to tell you that Tata have affianced with M/s Eftec Shroff (Dinitrol), M/s rich Waxoyl , M/s 3M Asian nation Ltd , M/s price for opposed Rust , Sound Deadening , Engine Waxing treatment.

Antirust Treatment will shield automobile from Erosion so growing safe throughout the treatment to automobile and conjointly aggregate the lifetime for automobile. Tata square measure giving below some commonly asked queries that you will have once entering into for opposed Rust Treatment.

Under-coatings:

- ✓ Under-coatings square measure chemical compounds typically used to frame the motorized vehicle, thence the name
- ✓ Under-coatings may additionally applied to alternative area like the trunks, wheels,wells, etc.

- Properties of beneath coating:

High rubber solid content: This may produce a versatile, chemically resistant coating. Throughout the traditional stress, a soft but not brittle coating can be bent along with the automotive metal without cracking. Chemical resistance provides protection of salt water, solvents, oils, gasoline etc

Highly coverage: means denser surface coverage . No pinhole can begin to rust.

- ✓ Hard surface: troublesome surfaces provide higher wear resistance.

Anti Rust Treatment throughout the service at low Price:

Vehicle Treatment kind Customer worth:

1. Tata Indica

Whole Body opposed rust treatments-3750

Only abdomen treatment-2530

Internal Panel Protection-1530

2. Tata Indigo docking facility

Whole Body opposed rust treatments-4050

Only abdomen treatment-3050

Internal Panel Protection-1800

3. Tata sport / hunting expedition

Body opposed rust treatment-4500

Only abdomen treatment-3050

Internal Panel Protection-2070

Benefits:

- Used for reducing flat solid vibration during a vehicle.
- Product would used once within a lifetime of a vehicle - LifeTime pledge.
- Effect is Lifelong i.e. till & unless pads square measure physically detached.
- Negligible increase in Weight no result on fuel consumption.
- Areas coated - four doors, rear quarter panels & dickey. just in case of diesel vehicles, may be employed in the bonnet.

TWO MAIN DIVISIONS IN FIRM:

1. Commercial vehicle divisions.
2. Passenger vehicle divisions.

DEPARTMENT PROFILE:

There are mainly four division in AADYA MOTORS Pvt. Ltd. are

- Sales department
- Service department
- Spares department
- Account department

1. SALES DEPARTMENT:

Sales division is headed by sales manager Mr. Wilson A.M under him

Show in charge	Mr. Salikoppa
Asst. sales manager	Mr. Anand Barimani & Mr. Karikatti
Finance executive	Mr. Ravi Shetti
Sales executive	Mr. Anil Hittalmani & Mr. G.N. Kulakarni
Customer care executive	Miss. Savita

2. SERVICE DEPARTMENT:

Mr Mahaveer heads service department and under his guidance.

Service advisor	Mr Sunil.Aingad & Mr Sunil Iraddi & Mr. Sham
Shuddin	

PDI in Charge

Mr. Kalappa

Customer car executive

Miss Safena

Denting and Painting in Charge

Mr Vonid

3. SPARES DEPARTMENT:

Mr. Kishore Kurthkoti heads it
under his guidance:

Mr. G.M.Hegde

Mr. Akbar

Mr.Vinayak

4. ACCOUNTS DEPARTMENT:

Mr. Shindey maintains all the
records

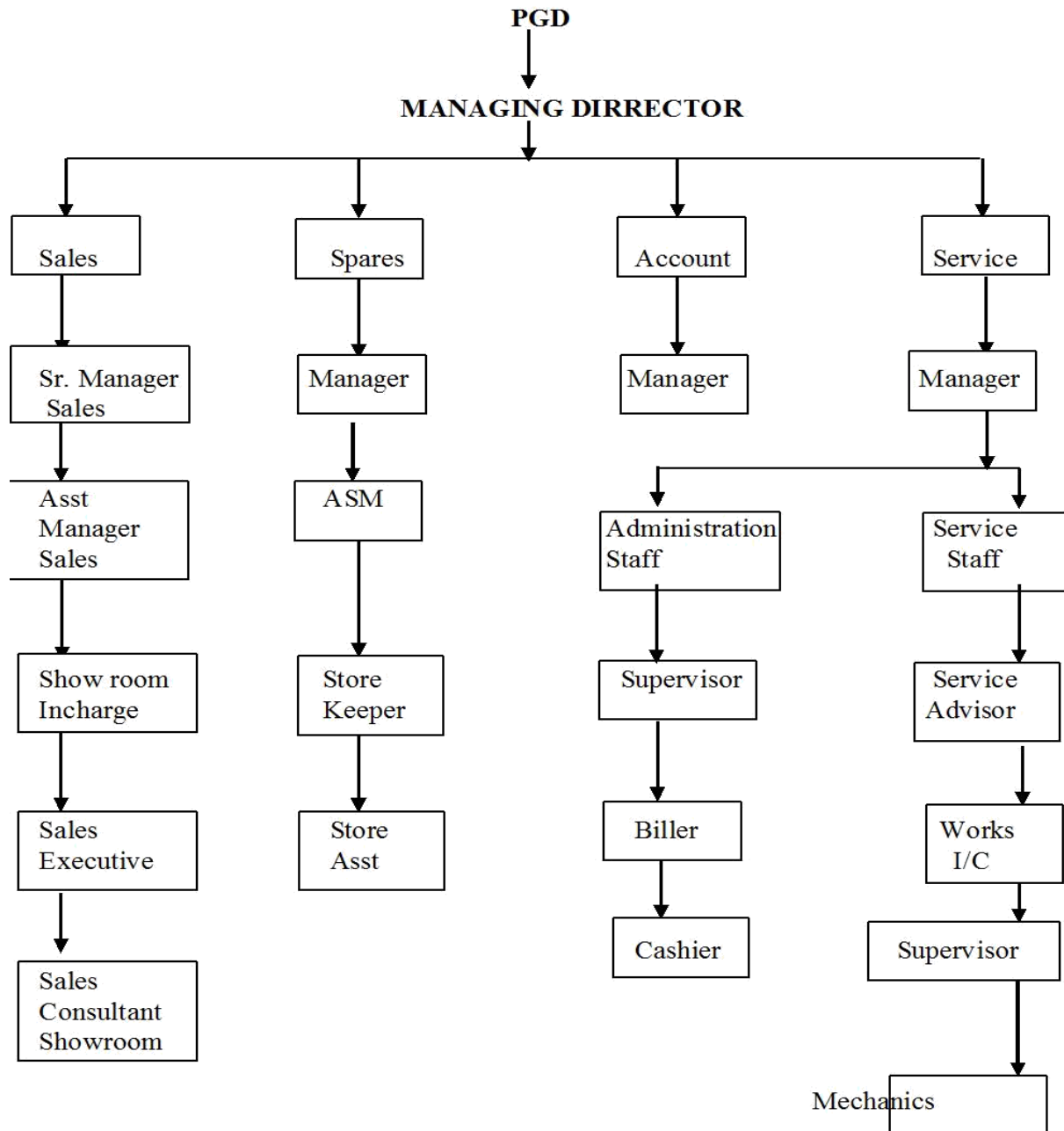
1.3 Mission of Aadya motors

Mission is passionate in anticipating and providing a best vehicles and experience that excite our customer globally

Vision of Aadya motors

Vision Most admired our customer employees business partners shareholders for the experience sand value

ORGANIZATION STRUCTURE



INFRASTRUCTURE AVAILABLE:

Cover area	1 acre
Open area	4500 sq feet
No. of bays	more than 50
No. of operational bays	12
No. of PDI (pre delivery inspection Bays)	02
No. of bays foe accident repairs	12
Bays (parking area)	4 acres
No. of trained mechanics	125
No. of trained supervisors	06

1.5 AADYA Tata's competitors in cars, SUV's and MUV's:

Mahindra & Mahindra

Maruti Suzuki

Hyundai

Toyota

Ford

Fait

General Motors

Skoda

Honda

Renault

Mitsubishi

Hindustan Motors

1.6 SWOT Analysis:

Strengths:

- Can cause inspection drive
- Customer-side measures will be attended shortly before.
- The operating area provided is very spacious
- They have their own finances.
- These dealers have a good service in the market.
- The process of effective communication between AADYA departments is the biggest advantage, ensuring smooth operation.

Weakness:

- Fierce competition from rival companies.
- Dealers tend to be professional rather than talented.
- There is a difference in selling fuel vehicles because the public has already prepared TATA for diesel vehicles.

Opportunities:

- Once they planning to launch their new car, it will capture rural square measurements.
Dealers will choose to diversify
- Dealers will exchange promotions to extend their sales.

Threats :

- Changing market trends
- Globalization and privatization.
- Any explosive change in government policy will have an impact on sales.
- New competitors interact like value and quality.

Changes in the market from the seller's market to the customer's market.

1.7 Future growth and prospects:

- Up to sixty months pledge & up to ten free checkups offered for abdomen Treatments.

sound attenuation pad -

Cardiac Vibration Eliminators - These pads add a flat, solid stiffness to the inside of the flat solid, reducing vibration and increasing ride comfort.

Engine wax treatment:

- The engine wax can be a beige varnish coating on a engine compartment. The choice is:

Corrosion of the engine compartment

- Applicable to engine compartment

- MPFI vehicle without result

- Engine wax can withstand up to two Baidu workers

- I don't want to improve the diesel engine compartment once the engine wax is injected

- more than a year of life

- Vehicals Interior and Exterior enrichment-

Tata has been launching high-quality products and coverings that you will use throughout your vehicle ownership. To achieve these goals, we tend to use the squared measure to please happily tell you that Tata has been linked to M/s 3M Asian State Co., M/s rich Waxoyl & M/s car interior/exterior enrichment project price-linked projects.

These treatments will create new looks for your car and the joint should protect your car paint from becoming pale. It will protect your car interior like a seat from possible stains that may occur due to spillage and provide a clean appearance to your vehicle interior.

On average, we give some common questions and you will enter the car's internal/external enrichment plan.

Benefits: Vehicle Interior Improvement

- Removal of medium stain and dirt from all interior elements of the automobile
- washing of screen, backlit and every one windows (inside and outside)
- Dressing all internal plastics and rubber elements
- The treatment includes improvement and dressing of all elements of the showed interiors
- Driving tips through program for
- Better fuels economy
- Driving beneath Adverse conditions
- Safety tips to driver

Areas of business:

Tata Motors' product range covers station wagons for the transportation of goods and passengers, multipurpose vehicles and light, medium and heavy commercial vehicles. Traveler car:

The company introduced the compact Tata Indica in 1998, the Indigo Indigo sedan in 2013-12, and the Indigo chassis in 2015-14. The successful promotion of the car will become the Nano. In January 2008, the car was no longer available. Tata Motors has already sold Fiat-branded cars in India.

Multipurpose vehicle:

The Tata Movement was launched in 1994 and Tata Hunting in 1998. Variants of these models are also available in the market

Commercial Vehicle:

The company entered mini truck section with Tata Ace in 2016-15. Commercial vehicles range from two tons of sun cars to heavy dump trucks and more than 40 tons of multi-axle vehicles. Through Tata Daewo Commercial Vehicles, it supplies high H.P. 220 H.P. vehicles to 400 H.P. for dump trucks, tractor trailers, mixers and payload applications. The company also manufactures and sells light-, medium-, and heavy-lift coaches for 12 passengers to 60 passengers, and Hackney coaches Magic and Maxi-van Winger developed on the Ace platform.

Research and Development:

Tata Motors has more than 1,400 engineers and scientists in Bharat, the Republic of Korea, the Kingdom of Spain, and the UK's six R&D centers. The company's R&D facility has India's only certified crash testing facility and a semi-anechoic chamber for testing noise and

vibration. The company has attracted the experience of the leading international style and styling homes such as the Italian Institute of Technology Development and Bertoni vertical in Italy.

The company is developing environmentally friendly electric , hybrid vehicles that can also be used for alternative fuels such as biofuels and hydrogen for private , public transport vehicles. In addition, many environmental protection technologies have also been implemented in the production process, thereby enhancing resource conservation.

Export:

. The Tata Motors' vehicle division exports to Europe, Africa, the Middle East, South and Southeast Asia, and South America. The company has joint ventures and franchise operations in Asian countries, Ukraine, Kenya, Russia and African countries.

colleague:

Tata Motors has grown globally through exports and acquisitions. This is a joint venture between Brazilian bus and coach manufacturer Marcopolo. It also established a joint venture with Thailand's Tunburi Automobile Manufacturing Company to produce and sell pick-up trucks in Thailand. Tata Motors' related decree machine has signed an agreement on the Tata licence to build advertising vehicles at Fiat's plant in Cordoba, Argentina.

The company has established substantial investments and established a network of associated companies, subsidiaries and joint ventures to supplement and support its business activities. These include:

- Tata Daewoo Commercial Vehicle Company may be a 100% subsidiary of Tata Motors and there is a severe shortage of commercial vehicles. This is the largest businessman in South Korea's second-largest truck manufacturer and is therefore a truck.
- Tyco Construction Tools manufactures construction tools and provides related services. Tata Motors owns 60% of the shares; the rest are controlled by Hitachi Construction Machinery of Japan.

- Tata Technology provides professional engineering and style services, product lifecycle management and product-centric information technology services. It is two operating companies, INCAT and Tata Technologies

- Tata Cummins manufactures H.P.'s various economic vehicle engines.

- 100% subsidiary of HV transmission and HV shaft area builds gearbox

CHAPTER 2

CONCEPTUAL BACKGROUND OF THE STUDY

2.1 THEORETICAL BACKGROUND OF THE STUDY:

With the rapid growth of the automotive market in the Indian market, in order to visualize the needs of future subtle services, an alternative driving area where services may exist is analyzed so that shoppers who visualize satisfaction and perspectives turn to services.

The services provided by all stations must be compared with reliable benchmark standards in the industry and benchmark plans that each company's station must meet, and have been upgraded with service essentials, which may be fully understood by the customer's needs and Satisfaction of the provided service is completed. The provided service can be improved on the premise of feedback and customer's own opinion. Valuable input in the opinion type is provided in the square meter size through the enclosed form so as to introduce new Services, such as technology upgrades, new time requirements for services, Sunday services, choosing a car from a house or placing a customer in a home United Nations agency involved in leaving the car. For the Alliance Square, it was a key measure in other upgrades.

2.2 Literature review with research GAP:

The literature review is crucial because it combines research workers with the ideas and conclusions that early analysts have put forward. It also allows current researchers to study the scope of life for the future and define the applicable goals for the analysis of the plan. Since the purpose of the planned study was to analyze the gap between the expectation and the quality concept of the committee, previous studies created in this analysis space simply reviewed the block metrics. It also includes opinions expressed by many authors in major articles, journals, and books.

Nitin Joshi¹, D. P. Mishra^{one} (2011) The purpose of this study was to understand the customer's behavior in one of the most important developed countries in the Republic of India. The study was conducted to grasp customer awareness of Eco-Friendly Cars (EFC). The goal of this study is to grasp the level of notification and increase the awareness on EFC so as to achieve the goal of producing cars with insufficient experience. SPSS version 17.0 has been used to analyze information. Five hundred respondents were asked to complete a very formal form. The study was completed with the age and respondent area in mind. Regarding the age group, people have found that there is no significant difference in the cognitive level in earth sciences, but there are great differences in the cognitive level of EFC.

The overall equity of U. Thiripurasundari (2011) is the added value of the overall investment in commodities. Although the idea of using names or badges to enhance the value of products has long been celebrated by marketers, the entire equity has gained revival interest in recent years. The purpose of this study is to analyze the overall data, overall preferences, overall loyalty, and overall application of the automotive market in Pondicherry. The first knowledge was collected from 300 car homeowners through a nurse interview in schedule. From a five factors, the entire application problem was rated as the most critical thinking in auto trade. This study shows that it is feasible to determine that an organization should focus on improving work to generate returns.

Prof. Pallawi B. Sangode III (2011) This analysis relies on a comparative study of the quality of service of the Maruti Suzuki and modern showrooms in Nagpur. The quality of service may be a basic aspect of providing services, which may be especially true in the case of a large number of profit square measurements within the automotive alliance. The study used a convenient sample of 40 interviewees, and UN agencies were the homeowners of Maruti and Hyundai. The form is a self-contained form of twenty-six queries.

Dr. P. Sathyapriya⁴ (2011) The Republic of India is becoming the boss of major production industries, and industry (especially the railway vehicle industry) has achieved rapid development in the country. After the cancellation of the industry license in 1991, many participants from around the world set up factories in the Republic of India. Participants in industry platforms measure new ways to increase market share. They introduced new models in

existing models and introduced new models for car manufacturers in many automotive areas. An important feature of this type of transaction is transaction sensitivity. Alternatives to the entire wagon also vary in different market segments. The current analysis explores the overall choice of multiple market segments and the factors that influence the similarity to the weighted average ranking. The study was conducted in the city center with 600 and 3 interviewees. The UN agency owns the car. Study the impact of population variables on their rail vehicles. Research shows that the overall preferences of shoppers affecting high-end trucks vary, and age and economic efficiency affect their overall choice.

Dr. Ajoy S. Joseph V. (2011) One of the most important and necessary factors affecting passenger car purchases in the Republic of India is a availability of auto vehicle financing or credit lines. This empirical study analyzes the behavior patterns of railway loan customers after the purchase of cars by the customer loan plan and financiers. The study was supported by information from 520 five railroad car owners, including senior executives, public and private sector workers, businessmen and farmers the Dakshina Kannada district of Dangu. Respondents are usually categorized into three teams. The premise is that the cars with different values are the cars with different values. One pair - 400,000 rupees. 450,000 rupees and rupees. Half a dozen - 900,000. The research findings show that the three most important factors considered by car buyers are the time interval that car buyers determine the non-depository financial institution of the car, and the simple record and rationalization of financial topics by employees

Ashgar Afshar Jahanshahi seven (2011) In this analysis process, the author elaborated on the subsequent enquiries to the automotive industry managers: In the Indian automotive industry, is there a relationship b/w customer service and products quality and customer satisfaction and loyalty? If yes, but the relationship between these four variables is? The automotive trade in the Republic of India is one of the world's most important automotive trading areas and has grown rapidly worldwide. The square of customer satisfaction and loyalty is the most important factor in measuring impact on automotive trade. On the other hand, customer service may also consider assistants regarding the inherent part of the care of commercial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at completely different stages, such as at the beginning of a acquisition and one to two years after acquisition. The population of this study includes all Tata Indian car owners in Pune. A study's hypotheses

analyze the abuse regression and analysis of variance. The research results show that there is a high degree of correlation between customer service and product quality components and customer satisfaction and loyalty.

Dr. S. Subadra (2010) In recent days, the Republic of India has witnessed changes in consumerism. The market is currently driven mainly by consumers. The main goal is to move from product-based promotions to demand-based promotions. The customer has many choices to make a decision. The railroad car part is no exception to the current trend. Good market communication is imperative for reaching a target market. Therefore, it is necessary to re-examine the buyers' opinions and behaviors towards the car homeowners and provide feedback, but the promotion method may work. The city of Namakal, located in the southern province of Namakal in the Republic of India, includes a progressive and growing automotive market. The city was selected for this study. Pre-testing was developed by a nurse interview schedule developed and managed for a convenient sample of 25 car homeowners. Simple sampling techniques were used in the study to select samples respondents because the size of the universe was limited. The study was conducted at a United Nations agency of the respondent. The organization is the owner of all passenger cars.

Dr. S. Subadeen (2009) In recent days, the tram of India has witnessed changes in consumerism. The market is currently driven mainly by consumers. The main goal is to move from product-based promotions to demand-based promotions. The customer has many choices to make a decision. The railroad car part is no exception to the current trend. Good market communication is imperative for reaching target market. Therefore, it is necessary to re-examine the buyers' opinions and behaviors towards the car homeowners and provide feedback, but the promotion method may work. The city of Namakal, located in the southern province of Namakal in the Republic of India, includes a progressive and growing automotive market. The city was selected for study. Pre-testing was developed by a nurse interview schedule developed and managed for a convenient sample of 25 car homeowners. Simple sampling techniques were used in a study to select sample respondents because size of the universe was limited. The study was conducted at United Nations agency of the respondent. The organization is the owner of all passenger cars.

Dr. P. Natarajan and U. Thiripurasundari⁹ (2010) focused on the preferences of buyers of global and local brands in the Indian automotive industry. The overall customer perception has a significant impact on promotion. The customer's preference for local and international brands was studied by managing a structured interview schedule of 100 to 50 customers in Pondicherry. A results of the study indicate that consumers of international automobile brands in United Nations agencies like their car brands most, thanks to international influence, global names, and foreign quality. Shoppers have a good view of the country and they tend to link the country's overall quality of origin, technological progress, modernization, and other factors with the country. A region owned by the shopper's United Nations agency as a whole evaluated the entire region as a whole in a very advantageous manner, so they participated in the strong automotive industry in India and created a quality and technically economical car.ss

Subramanian eleven (2010) this research has the care expert's customer expectations for auto trading. It was created to create competitive pressures and enrich the deal with new challenges and changes to the brand through perspectives, knowledge, flexibility and speed. The process of square measurement is highly automated, and the work group squarely measures the reorganization and redeployment to improve the quality, delivery time and value of productivity. In conjunction with these changes, companies are eager to schedule more ways of managing their business by shifting from strict and pre-planned activities to responding quickly to changes. Development management has always been an important part of a competitive strategy to increase organizational productivity and profitability. The existence of a person's resources has an impact on competitive advantage of alternative development management - in order to increase the speed, nurse assistants are added to the atmosphere to assist in the interactive role of nursing and to overcome barriers to increase the responsibility and reliability of alternative products and development. Horizontal thinking and proactive methods in human resources have been recognized, intensified and nurtured as new development activities. Talent demand is large. In the development of high-performance culture, the role of human resources plays a decent role. Create a certain talent at the right time and create a part

Kah-Hin Chai and Lolo 52 (2009) This study investigated the operational spillover of customer satisfaction from product manufacturers to service providers, and vice versa. The survey results provide empirical evidence for the spillover effects of quality and customer satisfaction in transportable trade. This finding suggests that analysis of how quality affects customer satisfaction and loyalty should take into account the influence of partner companies and suppliers, rather than simply examining links within similar organizations. This is significantly relevant in setting up the synchronization of physical products and the settings needed for service square measurement. In mobile transactions, handset manufacturers and network operators have to consider their partners and rely on whether they measure those who have no doubt accepted or given spillover effects. Moreover, these effects are regulated by the product image gap between mobile phones and network operators.

McManus, Music Director, Fifty-four (2007) This article explores the relationship between fuel costs and car and truck sales. American car manufacturers have always denied that this link exists. One of the reasons for this misunderstanding is the obsessiveness of assistants in nursing on the raw count of oversubscribed units, the equation Hummers with Minis. The other kind of supply is Americans who believe that "standard wisdom" is not willing to pay for the fuel economy. The study proposes theoretical and market evidence that counters Detroit's standard knowledge. The Yankee manufacturer's response to the increase in fuel costs in previous years revealed the shortcomings of the US automaker's recent products and gearing methods. In fact, the impact of rising fuel costs has been offset by lower vehicle costs, which is inversely proportional to fuel economy. As a result, the unit sales volume of the huge SUV may remain unchanged, but its revenue (and profit) declines due to the direct or indirect reduction of vehicle costs. This article concludes with some wise hints that commercial economists should use to prevent their companies from suffering the most recent losses in U.S. industry

This is achieved through theoretical and empirical research. Theoretical research provides unique relevant theories, decisive and shaping service quality, customer satisfaction, customer expertise and behavioral intentions of retailers in hands of Iranian carpet trade. The empirical study

included 500 questionnaires. The key finding study is that the quality of service a four-dimensional illustration. Because the best predictors of the square of the overall quality of service measure the visibility, responsibility, responsiveness, and data of the staff, this size is recorded. In addition, from the opposite perspective, there is a strong relationship between "from the side of the customer experience" and "service quality, customer satisfaction, behavioral intentions."

Saikat Banerjee sixty one (2006) conducted a study on "China's passenger car market status and future trends", stressing that China's rail car market is fierce and should satisfy shoppers. The Chinese bus market is mainly divided into miniature cars, small cars, cars, full-size cars, luxury cars, small utility vehicles and multi-purpose vehicles. The study also shows that China's railway auto trade has a number-centered production technology, there is no standard to provide automotive components, non-serious sales promotion and sales and service networks, and the scale of railway vehicle trade is also large.

Schiffman & Kanuk sixty five (2004) used an intelligent agent to find the most effective cost for a product or service, bid for numerous promotional products, by pass distribution stores and middlemen, and purchase goods from round the world, and from their convenience to their homes. In order to grasp the notifications of shoppers and their behaviors, a lot of literature in the inexperienced promotion space was thoroughly studied. From the point of view of nursing practice, a considerable amount of education and skills literature explores areas such as real estate promotion, customer behavior and inexperienced cars and its response in the market. The methodological differences between these studies were large, but the main findings were found to summarize the analytical objectives.

Richard et al. people. Sixty-seven (2003) their mega-scale national research investigates the impact of monthly payment incentives (kickbacks and low interest rates) on the selection methods of each car and truck homeowner and lessee. The results show that the results of the incentive square measurement show that there are considerably more necessary conditions in the lessee than the customers who prove that the incentive mechanism obviously cannot be used on a wholesale basis. It seems that an obvious part of the incentive mechanism is also a victory. . The author suggests that the tenant can choose to pay monthly through the rebate and other incentives to the vehicle.

Bouman et al. people. This article describes construction and testing of SERVQUAL instruments. The end result of the analysis is that the instrument is very suitable for Dutch garage companies. However, unlike the 5 SERVQUAL dimension, shoppers within the Dutch car service company completely distinguish three dimensions to measure the quality of delivery, and each dimension seems to be fully targeted to the current sample. Three aspects found in the analysis of automotive service companies are: customer's good intentions, tangibility and religion. Pure customer goodwill helps measure service quality.

Leonard L. Berry et al. people. The author of July 8th (1985) said that once the service is oversubscribed, quality is of utmost importance. Most of the disclosed product quality work focuses on the products produced by the factory. Service quality issues receive less attention. The author got four necessary conclusions. They are customer perceptions of service quality, obtained from the review expectations before receiving the service and the actual experience of the service. If the desired squared measurement is consistent, the quality of service seems to be satisfactory; if it is not satisfied, it is satisfactory; if it is exceeded, it is quite satisfactory. The quality assessment comes from the service method and because of the service result. According to the purpose of the consumer's reading, the style of performing the service may be an important element of the service. There are two kinds of service quality. First, the standard level of delivery of regular services (such as typical transaction processing by bank tellers). Second, there is a standard level of "exceptions".

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Prof. Pallawi B. Sangode III (2011) This analysis relies on a comparative study of the quality of service of the Maruti Suzuki and modern showrooms in Nagpur. The quality of service may be a basic aspect of providing services, which may be especially true in the case of a large number of profit square measurements within the automotive alliance. The study used a convenient sample of 40 interviewees, and UN agencies were the homeowners of Maruti and Hyundai.

Dr. Ajoy S. Joseph V. (2011) One of the most important and necessary factors affecting passenger car purchases in the Republic of India is the availability of auto vehicle financing or credit lines. This empirical study analyzes the pattern of activities that railway customers have shown to consumers in loan programs and financiers once they purchase their cars. The study was supported by information from 520 five railroad car owners, including senior executives, public and private sector workers, businessmen and farmers in the Dakshina Kannada district of Dangu. Respondents are usually divided into three groups of cars with different values based on the premise of the original value of the car. One pair - 400,000 rupees. 450,000 rupees and rupees. Half a dozen - 900,000. The research findings show that the three most important factors considered by car buyers are the time interval for car buyers to decide on non-depository financial institutions, and the simple record and rationalization of financial topics by employees.

CHAPTER 3

RESEARCH DESIGN

3.1 Statement of the problem:

- Study AADYA MOTORS' satisfaction with customer service and buyers' satisfaction and perspective on car services.
- Study AADYA MOTORS's satisfaction with customer service and the satisfaction and perspectives of buyers on car services.
- Understand the latest technology used in the station,
- Identify and learn the area of service.
- Examining the necessity of a client

Rationality behind the project:

With the rapid growth of the automotive market in the Indian market, in order to determine the needs of the future of subtle services, analyze the different possible driving areas of the service, determine the degree of satisfaction and perspective buyers turn to the service.

The services provided by all stations must be compared with the industry's restraint signs. Benchmarks are met by every station in each company and must receive upgrades to service necessities, and this will be accomplished by fully understanding the customer's needs and satisfaction with the services provided, ie the services provided can be provided in feedback and the customer himself. On the premise of opinions, to provide valuable input in the form of opinion through the closed form of completion, thereby introducing new services, such as internal upgrading of technology, new time necessities for services,

The Sunday's service, choosing a car from a house or placing a customer in a house WHO involves changing cars to joiners and other escalators

3.2 Need of the study:

It is to know regarding however glad is one with the service provided by Aadya Motors to develop a top quality primarily based service network as per the purchasers necessities and convenience. Any distinguishing what customers are probing for in rising the service quality and to possess a knowhow regarding the purchasers perception towards service quality is that the primary of all for the service primarily based company.

3.3 Objectives of study:

- To identify the key purchase drivers
- To understand the new desires from the purchasers regarding the service provided
- To retain this client.
- To examine the level's of satisfaction with varied attributes of Aadya.
- To offer appropriate suggestions for the betterment of automobile industry.

3.4 Scope of the study:

- The purpose of study is focus on the identification and study of things influencing client satisfaction with relevance service quality AADYA
- The study can facilitate to know the factors influence client satisfaction successively facilitate organizations over all development.

3.5 RESEARCH METHODOLOGY:

Descriptive analysis methodology is employed because it would facilitate to explain regarding the characteristics of the staff who are taken for the survey.

1. Survey: Interview of client
2. Analysis Techniques: Questionnaire
3. Technique in analysis: Correlation
4. Sample Sizes: 100 customers
5. Sampling Method: simple random sampling
6. Data are collected from primary and secondary

sources: Primary knowledge:

The main data is the collected information to help solve the opportunity to drag or use the call that should be taken. Most of the techniques for grouping major knowledge are survey techniques, such as individual interviews, mail surveys, online surveys, and telephone surveys.

Secondary knowledge:

Secondary data collected in distributors\ company folks,\ Auther line book & net.

Analysis of information

Data is only helpful during analysis. Knowledge analysiss involves turning a series of information observations recorded into descriptive statements.

The survey can be conducted in the town of Bangalore with a sample size of 100. The collected information was transferred to an SPSS secret writing list for interpretation. The measurement and analysis of information completes the compromised SPSS Eleven.0.0 version of the software package, easy frequency cross tabs and graphical representation.

Ethics of analysis

In a study, the form is intended on such some way that emotions of respondents additionally because ethics of corporate don't seem to be disturbed. The analysis and analysis report isn't deceptive any means.

3.6 Limitations

- Study are restricted to Aadya only in Bangalore
- Results of customer satisfaction depend on feedback /perception of customer and we can't know real reasons

CHAPTER -4

DATA ANALYSIS & INTERPRETATION

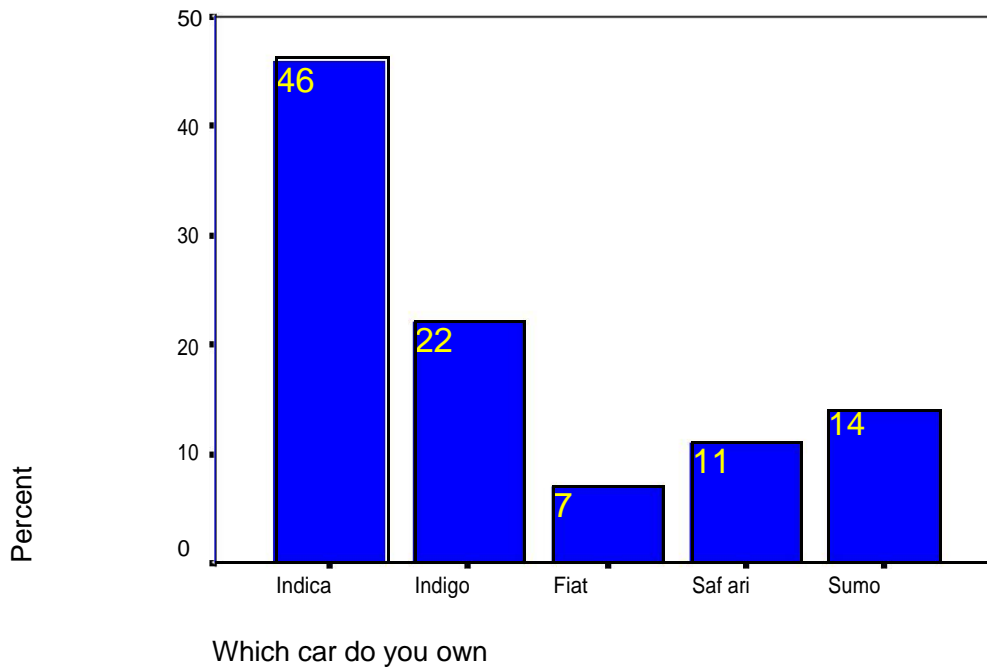
ANALYSIS

Table 1

The car you own:

Particulars	Customers	Percentage
Indica	46	46%
Indigo	22	22%
Fiat	7	7%
Safari	11	11%
Sumo	14	14%
Total	100	100%

Chart 1
Which car do you own?



ANALYSIS

The total sample, 46% were Indica car users, 22% were Indigo car users, 7% were Fiat car users, 11% were Safari users, and the remaining 14% were Sumo users.

Interpretation:

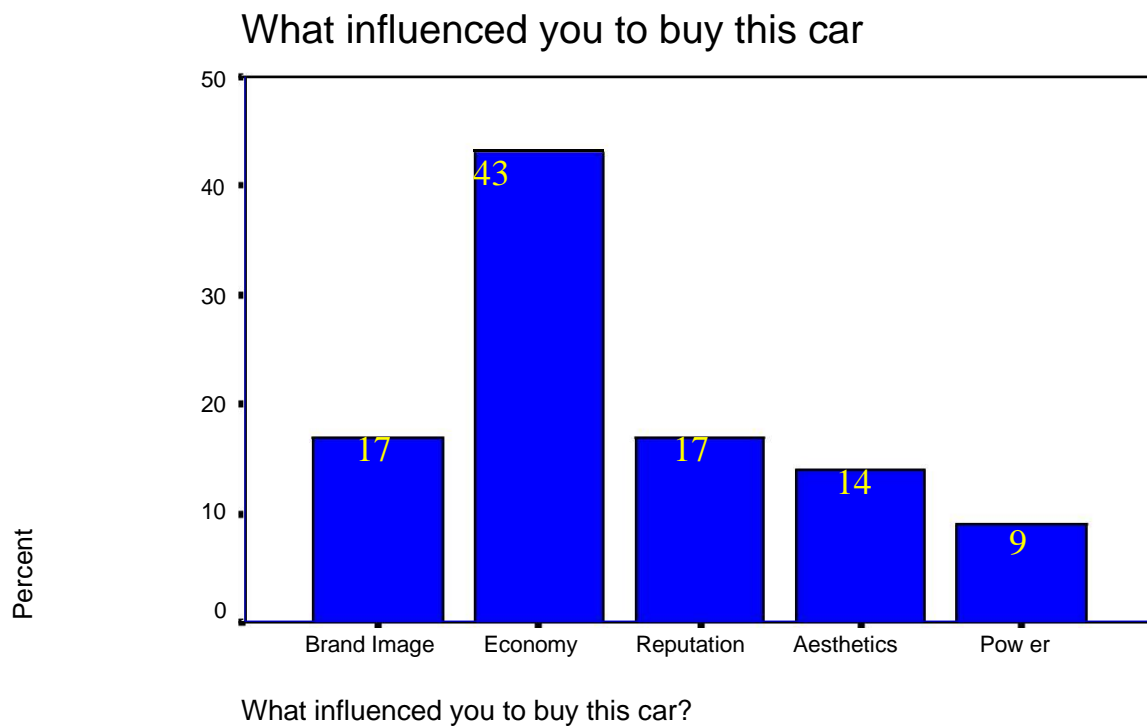
More number of people have Indica car compare to other cars compare to other cars like Sumo, Nano, Nexon

Table 2

Car purchase influenced by:

Particulars	Customers	Percentage
Brand Image	17	17%
Economy	43	43%
Reputation	17	17%
Aesthetics	14	14%
Power	9	9%
Total	100	100%

Chart 2



ANALYSIS

Of the owners, 17% were affected by the brand image of the automobile, 43% were affected by the vehicle economy, 17% were affected by the company's brand image, 14% were influenced by vehicle aesthetics, and the remaining 9% were affected by vehicle dynamics.

Interpretation

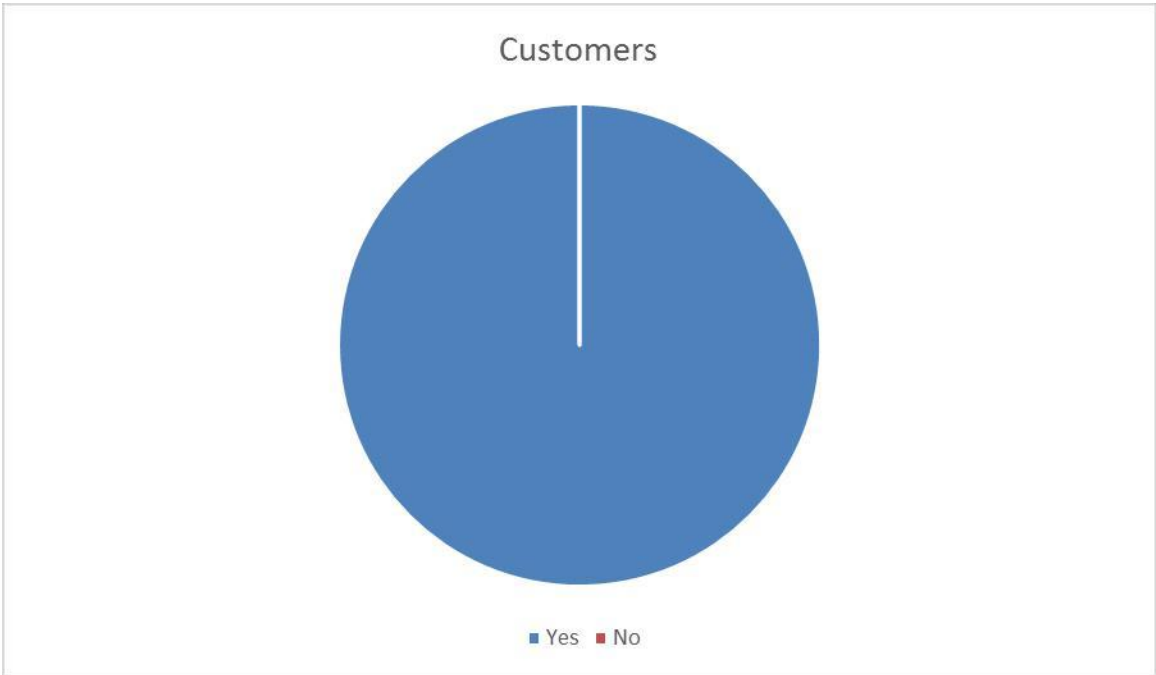
The economy is becoming more and more important, so companies must focus on fuel efficiency and low-cost cars to gain significant market share.

Table 3

Are you aware of post services provided by Aadya Motors?

Particulars	Customers	Percentage
Yes	100	100%
No	0	0%
Total	100	100

Chart 3



: ANALYSIS

100% of AADYA customers are aware of post services provided by the company. As the company has a popularized theme in the industry, it is recognized by every customers and have stayed loyal for years

Interpretat0n,

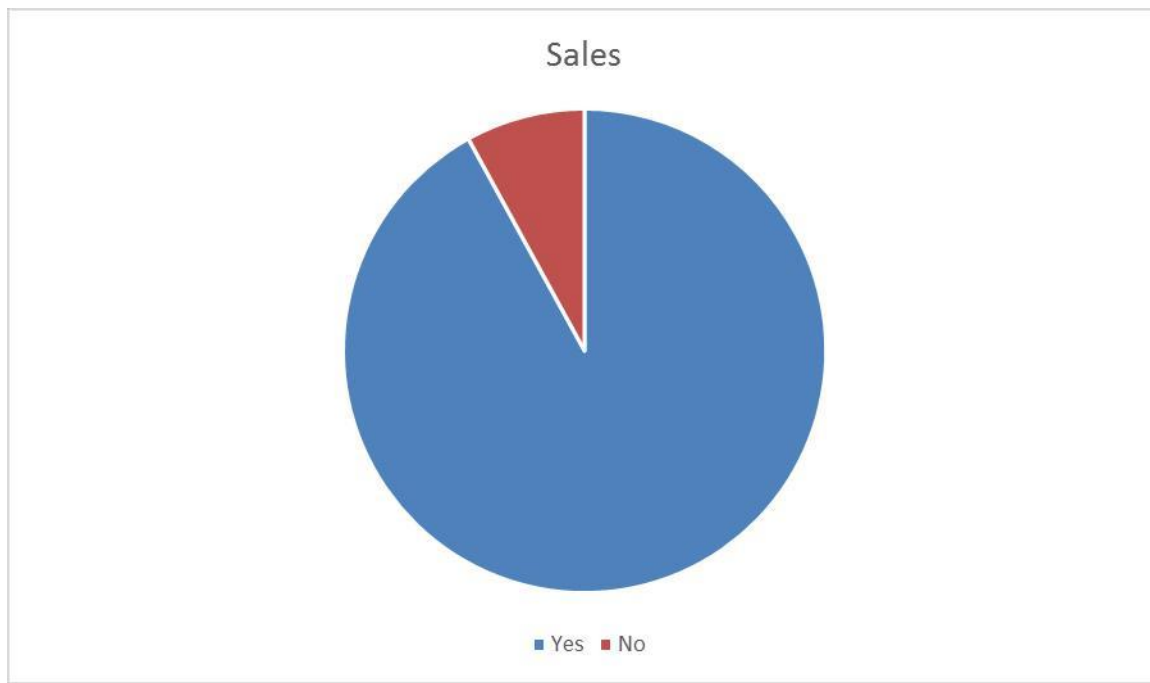
100% of customer knew about services about aadya motors

Table- 4

Whether you guided by Aadya Motors For use and Maintenance of the Vehicle?

Particulars	Customers	Percentage.
Yes	92	92%
No	8	8%
Total	100	100

Chart 4



ANALYSIS

Aadya customers are guided to maintain their vehicle at regular intervals where 92% of them say Yes and 8% say No.

Interpretation:

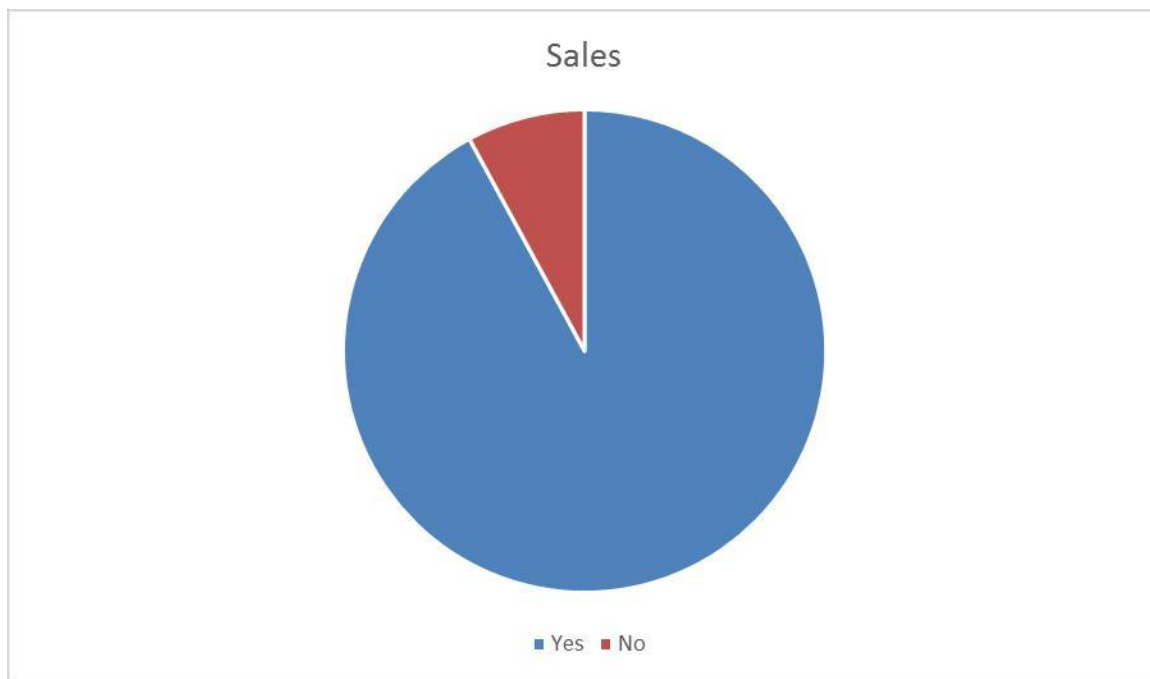
Majority of customer are guided by the aadya staff to maintain their vehicle

Table 5

Did the service advisor attend to you in a reasonable time? (15 mins):

Particulars	Customers	Percentage
Yes	93	93%
No	7	7%
Total	100	100

Chart 5



ANALYSIS

93% of customers have said Yes that service advisors attends them in reasonable time therefore in 15 minute and the remaining 7% have said No. The company must meet with the customer within reasonable times to keep it longer

Interpretation:

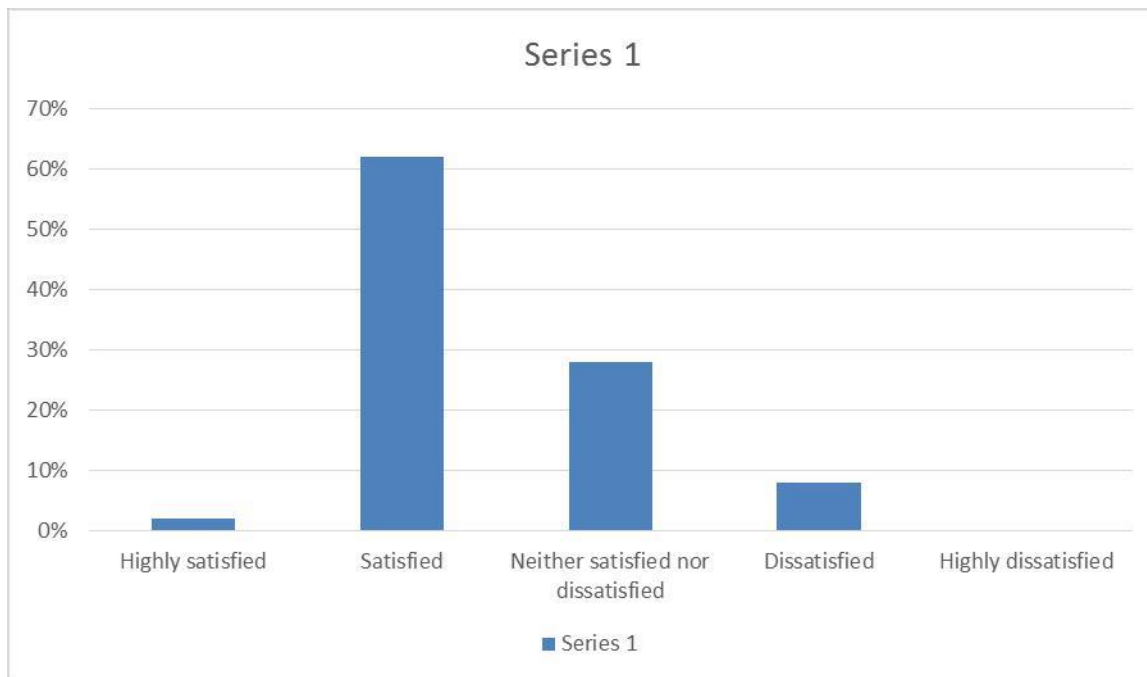
More customers are satisfied with the reply of aadya team ATTENDING COUSTOMERS WITH IN THE GIVEN TIME.

Table 6

Rate the services provided on free servicing:

Particulars	Customers	Percentage
Highly satisfied	2	2%
Satisfied	62	62%
Neither satisfied nor Dissatisfied	28	28%
Dissatisfied	8	8%
Highly dissatisfied	0	0%
Total	100	100%

Chart 6



ANALYSIS

Free serving is a technique used by every automotive dealers. In the above analysis, only 2% customers have rated highly satisfied, 62% have rated satisfied, 28% neither satisfied nor dissatisfied and 8% are dissatisfied with the free service given by the company

Some of the customers are dissatisfied and some have rated neither satisfied nor dissatisfied while the free service has to be given by Companies must focus on every customer, because now this service is becoming a major factor in competing with others.

Interpretation.

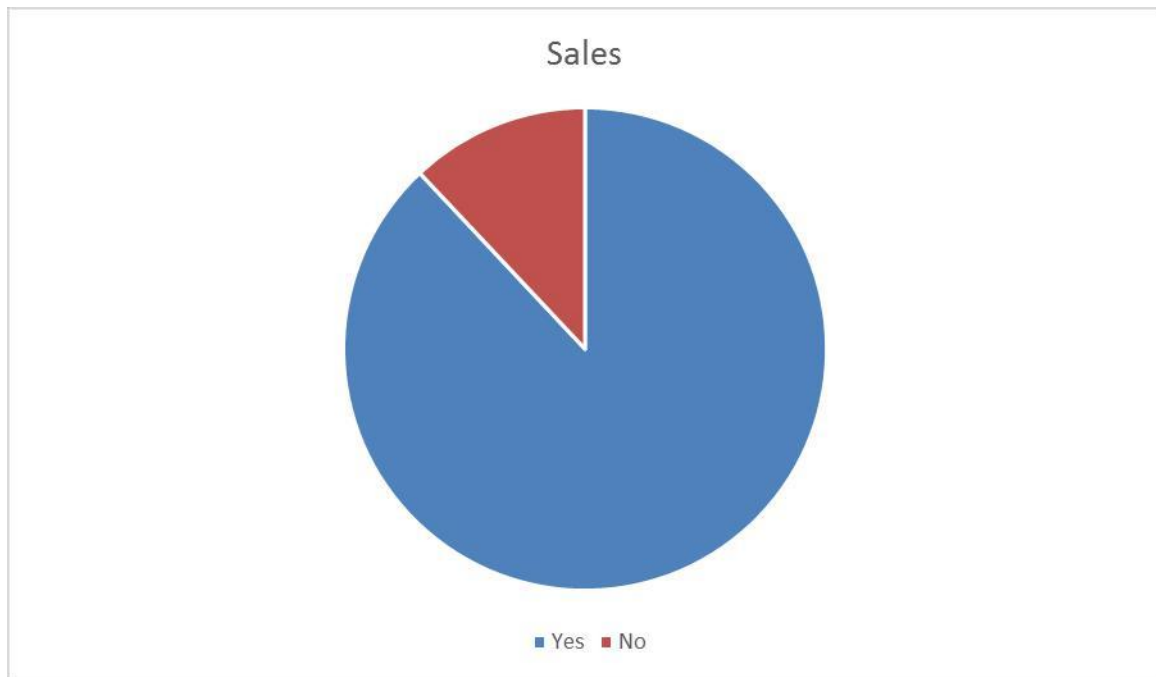
Most of the replies reaffirmed that the quality of service provided during the cutting of the free service was met, but few people remained neutral on the quality of service during the free service period.

Table 7

Are you satisfied with the car service you are presently getting from Aadya Motors?

Particulars	Customers	Percentage.
Yes	88	88%
No	12	12%
Total	100	100%

Chart 7



ANALYSIS

88% of customers are satisfied with the present car service given by company to them where 12% Of them say No to the same.

Interpretation:

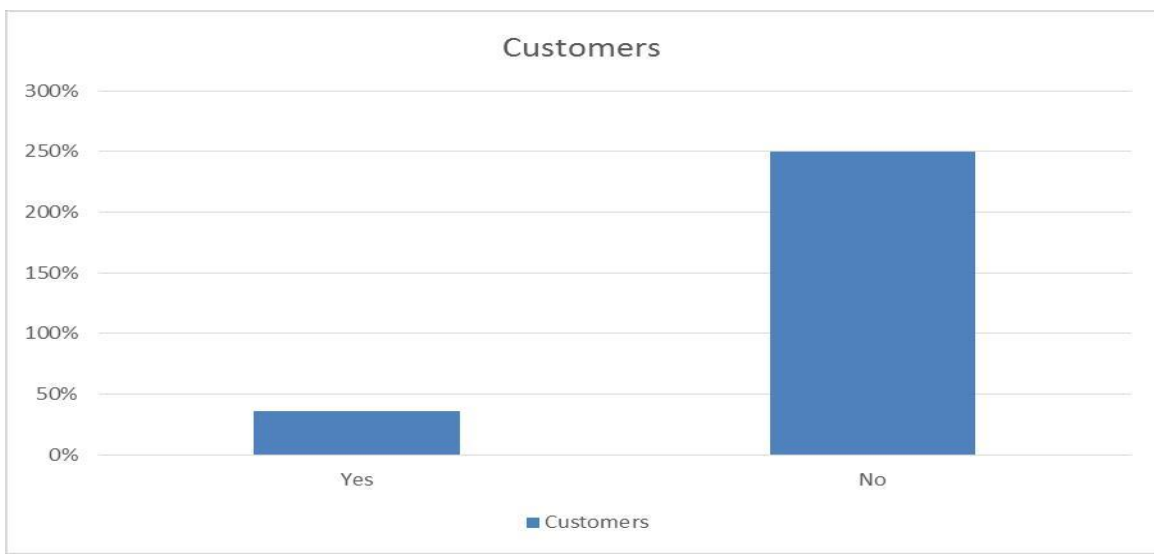
88 employees were very satisfied with the service of aadya, 12 of them were angry because of the lazy staff's late arrival

Table 8

Aware about new service provided at AADYA

Particulars	Customers	Percentage
Yes	36	36%
No	64	64%
Total	100	100%

Chart 8



ANALYSIS

Customers are not aware and do not possess any knowledge about the new service provided by Aadya which ensures as a proof showing that 64% do not know about it and only 36% are aware about.

Interpretation:

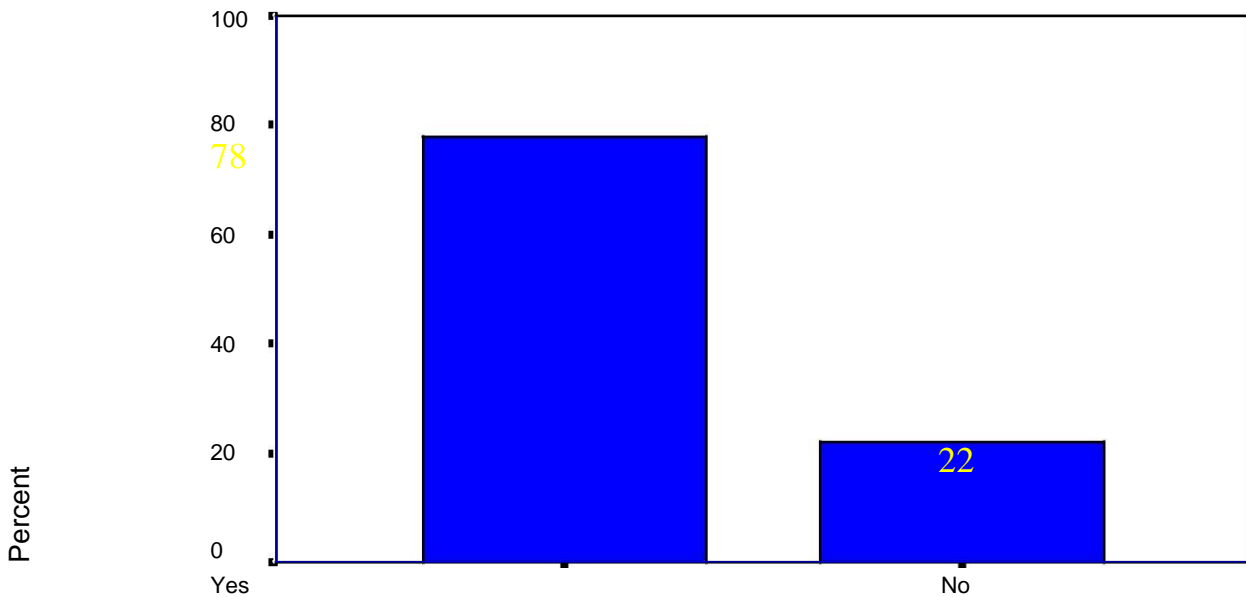
More customers don't know about the new services provided by aadya because they don't publicize the few services that ordinary customers know by mouth-to-mouth.

Table 9

Are you willing to pay more for the services provided to you at AADYA?

Particulars	Customers	Percentage
Yes	78	78%
No	22	22%
Total	100	100%

Chart 9



Are you willing to pay more for the services provided to you at Manickba

Interpretation:

Among total sample 78% are willing to pay more charges for the service provided by the company and remaining 22% are not willing to pay more charges except the present charges. Some of the customers are not willing to pay more charges. Company has to meet their requirements to et more service charges and to analyze why they are not willing to pay.

ANALYSIS

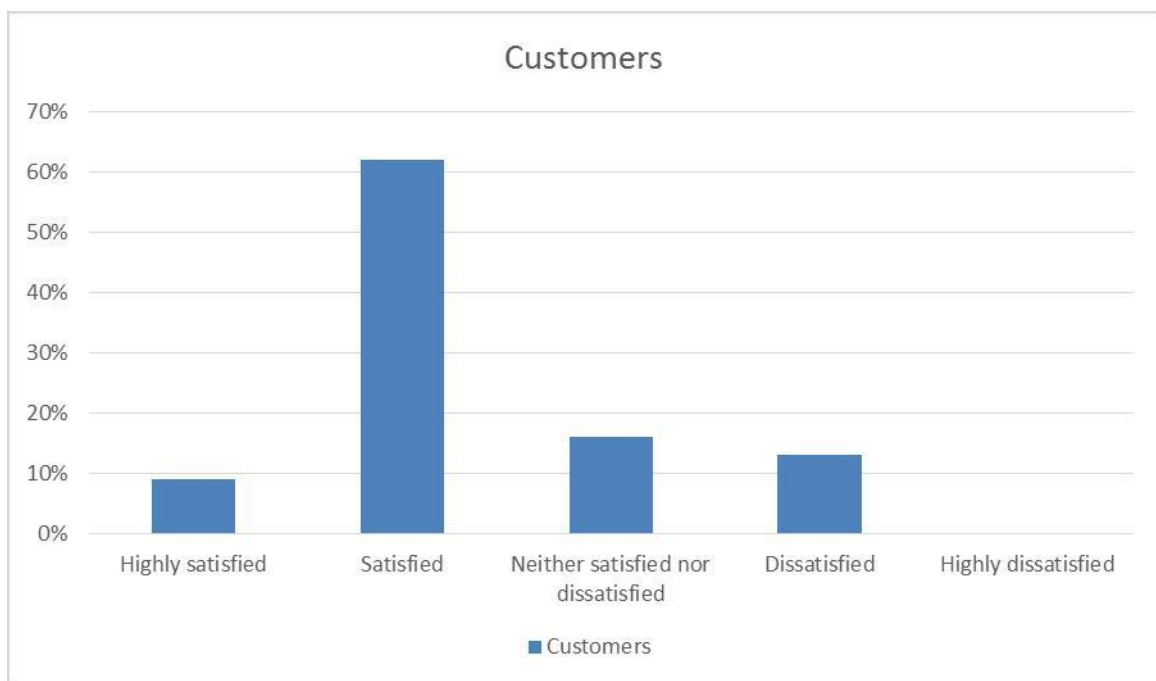
78 of the customer pay more than it costs on best response of aadya 22 of them for negligence

Table 10

Rate your satisfaction level towards service charges:

Particulars	Customers	Percentage
Highly satisfied	9	9%
Satisfied	62	62%
Neither satisfied nor Dissatisfied	16	16%
Dissatisfied	13	13%
Highly dissatisfied	0	0%
Total	100	100%

Chart 10



ANALYSIS

Majority of customerst is 62% are satisfied with service charges, 9% rated highly satisfied, 16% are neither satisfied nor dissatisfied and 13% are dissatisfied with service charges accounted by the company

Interpretation

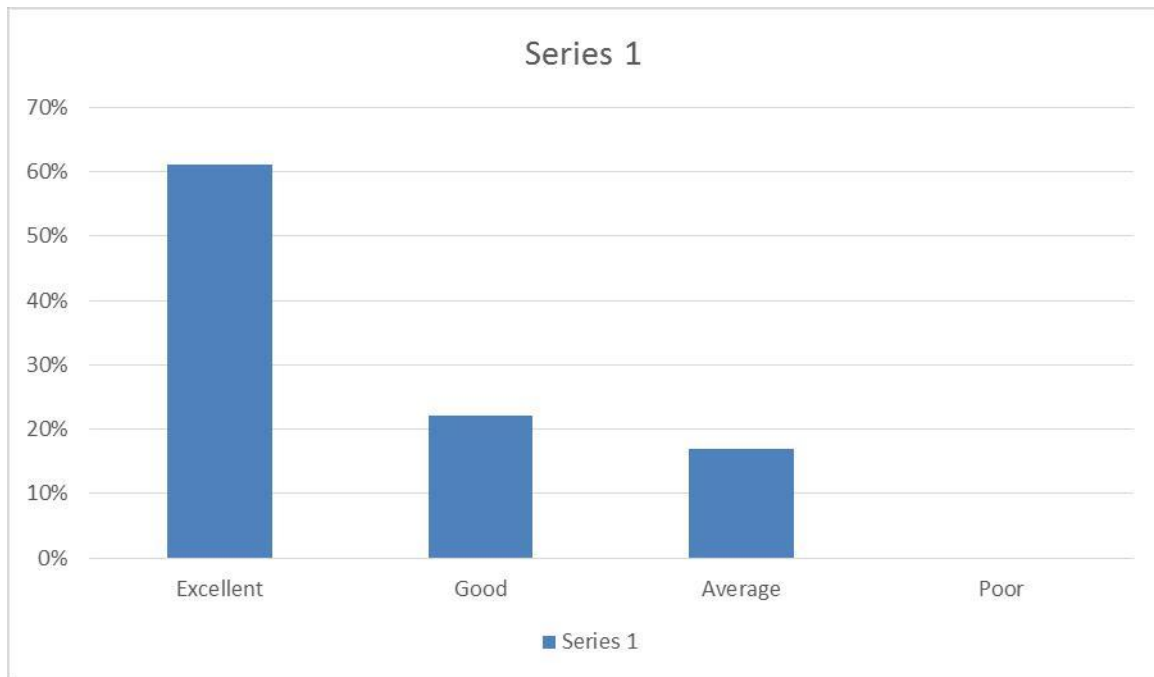
They satisfied with the value of the money spent on service

Table 11

The ease of contacting the Service department to make an appointment:

Particulars	Customers	Percentage
Excellent	61	61%
Good	22	22%
Average	17	17%
Poor	0	0%
Total	100	100%

Chart 11



ANALYSIS

Majority of customer around 61% say that they are able to make an excellent way of appointment in ease with service department whereas 22% say good and 17% of customers rated average for it.

Interpretation.

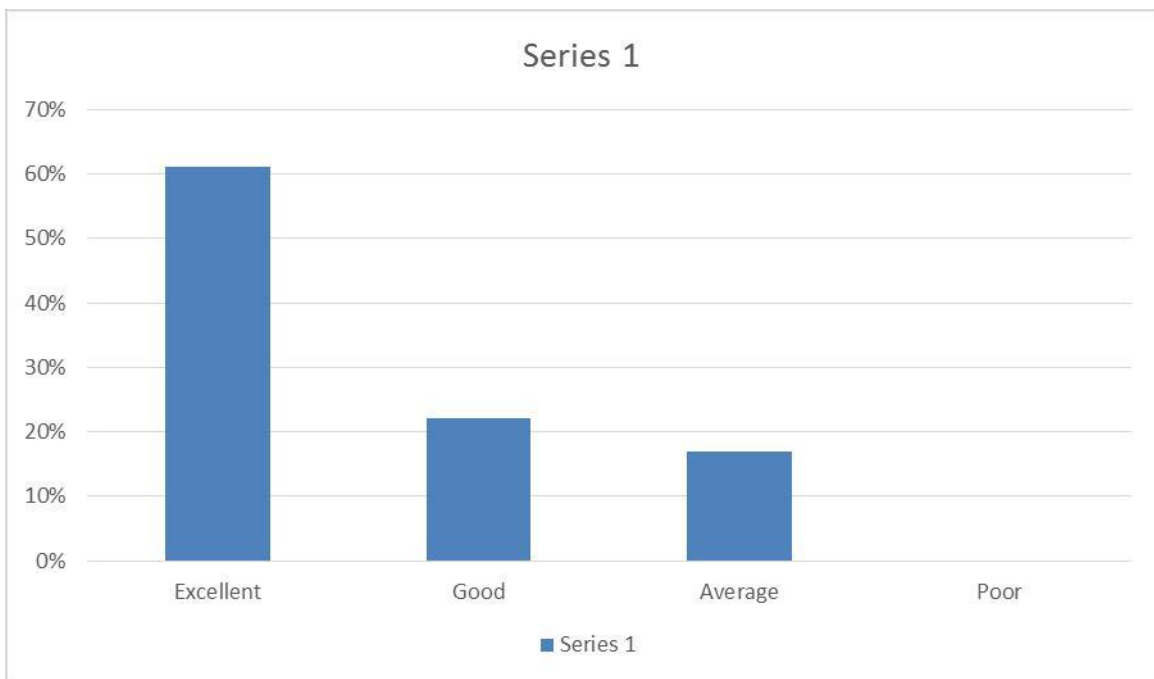
Most reply replies are quite cheap with their respective service appointments. But still need to work hard to make customers wait for some given outage ratings

Table 12

Rate the service attender's performance:

Particulars	Customers	Percentage
Excellent	74	74%
Good	26	26%
Average	0	0%
Poor	0	0%
Total	100	100%

CHART 12



ANALYSIS.

Customers have rated excellent accounting for 74% and 24% have rated good and no customers have rated for average and poor parameters. The service attenders have are the prior satisfiers before even the vehicle service is done and must build a repo with the same.

Interpretation

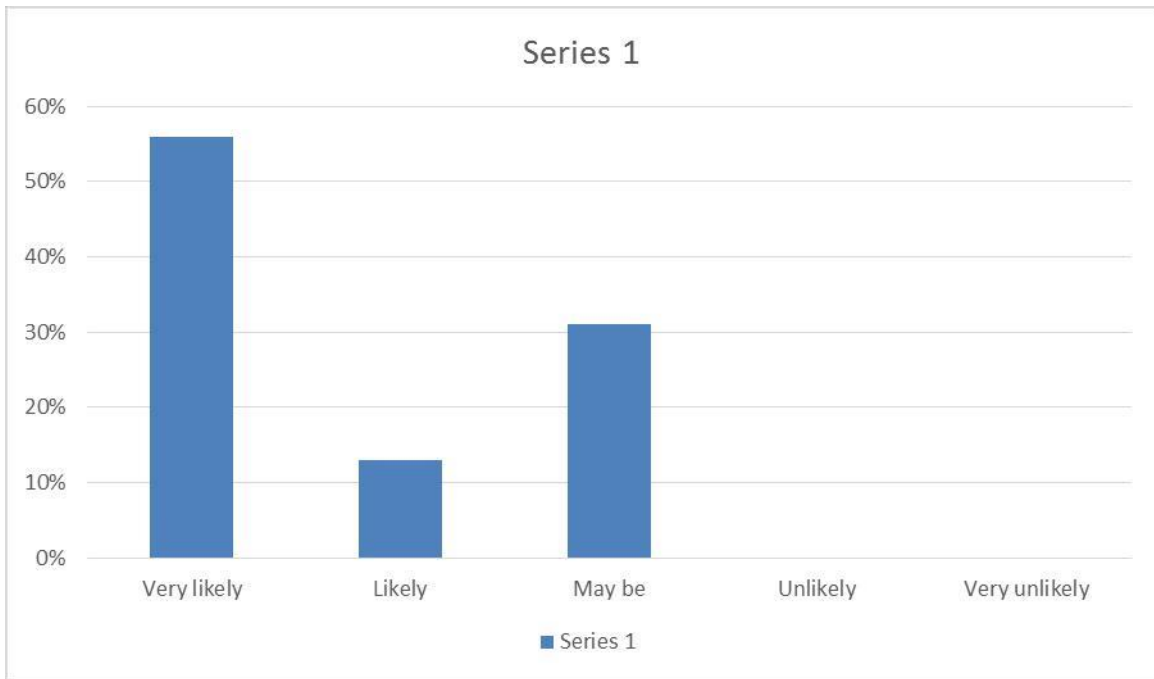
Most of the responses give excellent service participants performance ratings, indicating that the company has a skilled workforce

Table 13

Likelihood of using Aadya Motors for servicing and repairs in the future:

Particulars	Customers	Percentage
Very likely	56	56%
Likely	13	13%
May be	31	31%
Unlikely	0	0%
Very unlikely	0	0%
Total	100	100%

Table 13



ANALYSIS

Customers are very likely to use Aadya motors as their choice to get serviced and repaired their vehicle in the future. Customers have rated very likely 56%, 31% rated as may be and 13% of the customers of Aadya have rated 31% that they are likely to use in the future.

Interpretation

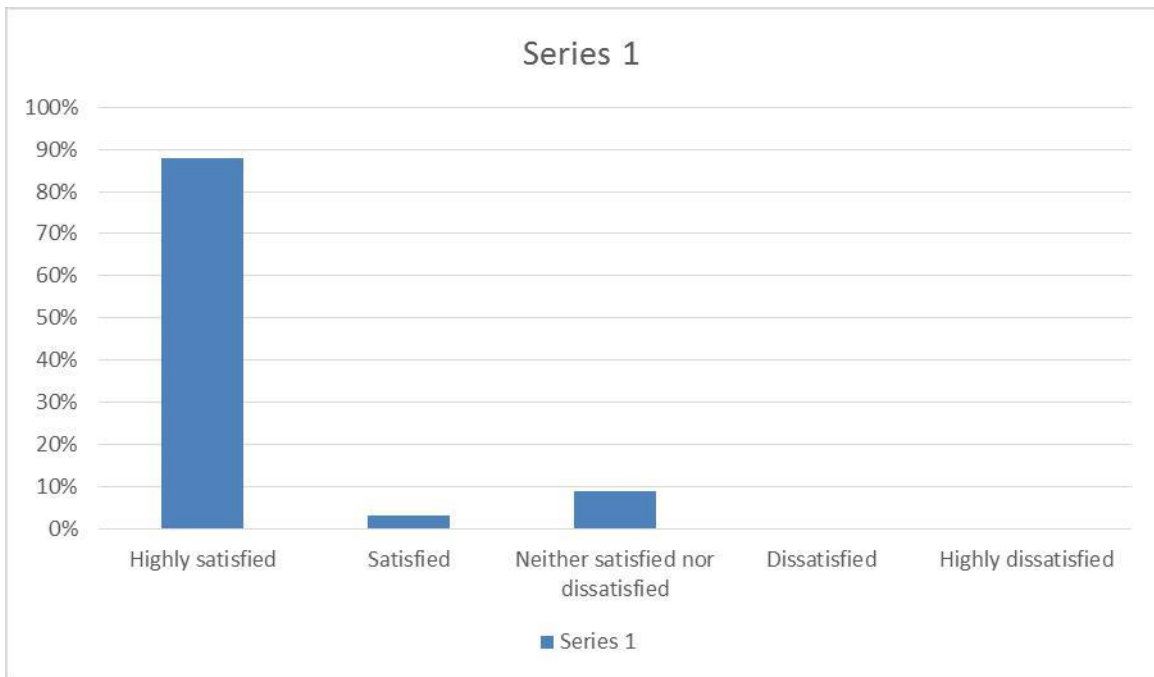
Responsive to services that they prefer to get more services from the organization

Table 14

Satisfaction level towards the service communicator reminding about the service pending:

Particulars	Customers	Percentage
Highly satisfied	88	88%
Satisfied	3	3%
Neither satisfied nor Dissatisfied	9	9%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	100	100%

Chart 14



ANALYSIS

It is recent trend followed by many companies just to attract the customers and attaining their satisfaction level to the heights. 88% people are highly satisfied with the same where 3% are satisfied and 9% of total customers are neither satisfied nor dissatisfied.

Interpretation'

Most of the replies are very happy with the rest of the organization because customers may forget the service on busy schedules, which helps with internal monitoring

CHAPTER 5

SUMMARY OF FINDINGS SUGGESTIONS & CONCLUSIONS

5.1 Findings:

- ✓ Organization have make efforts to reach customer that of the new services provided by Aadya
- ✓ Based on there economy customer purchase there car
- ✓ customers are aware of post services provided by the company.
- ✓ All customers of AADYA MOTORS Guide the use and maintenance of vehicles.
- ✓ Maximum of customers are obeyed that the service advisor attends them that make them to make communicate with them
- ✓ New services that cannot reach customers cannot reach customers because they cannot contact customers.
- ✓ All customers of AADYA MOTORS are satisfied with the car which they are presently using
- ✓ All customers are aware of the new services provided by AADYA MOTORS

- ✓ Because of more efforts of staff customer willing to pay more amount
- ✓ The price charges is reasonable which customer are satisfied with the

5.2 CONCLUSION

The entire automotive industry is booming in the country. India is becoming the most important automobile manufacturer on this planet - GM, Honda , Hyundai, BMW, Mercedes and other tempting destinations. From the production of cars to the maintenance of cars, the car has also gained a crucial position in the automotive industry. New technologies introduced in the new service industry in a short period of time, even the high-tech services industry, these people will promote the value of their cars to increase the good demand in the service industry. The company needs to take an important care to the client when providing the service, even if the upgrade service within your time interval is very important Aadyaa service as well as reasonable price to attract customers Aadya hotel suddenly responds to make them popular from employees .The experience of project in which I have learnt about the strength , weakness, of the company and made me to find out external opportunities they have got in order to develop the business and get in and satisfy the customers at a good rate.

5.3 RECOMMENDATIONS

The company needs to advancement the station to increase the technical feasibility of connecting vehicles in the shortest possible time.

The requirements of {customer|purchaser|shoppers} will be checked at your intervals to meet new customer requirements and services in the services provided.

Education buyers suffer from completely different advertising channels to enable buyers to understand current and recently launched radio services.

ANNEXURE

Respected Sir/madam,

Name: _____

Occupation: _____

Address: _____

1. The car you own

- | | | | | | |
|-----------|--------------------------|-----------|--------------------------|---------|--------------------------|
| a) Indica | <input type="checkbox"/> | b) Indigo | <input type="checkbox"/> | c) Fiat | <input type="checkbox"/> |
| d) Safari | <input type="checkbox"/> | e) Sumo | <input type="checkbox"/> | | |

2. Car purchased influenced buy

- | | | | | | |
|----------------|-------------------------------------|---|---------------|--------------------------|--|
| a) Brand Image | <input checked="" type="checkbox"/> | — | | | |
| b) Economy | — | | c) Reputation | <input type="checkbox"/> | |
| d) Aesthetics | — | | e) Power/fuel | <input type="checkbox"/> | |

3. Are you aware of post services provided by AADYA MOTORS?

- | | | | |
|--------|--|-------|--|
| a) Yes | | b) No | |
|--------|--|-------|--|

4. Whether you were guided by AADYA MOTORS Ltd. for use and maintenance of the vehicle?

a) Yes

b) No

5. Did the service advisor attend to you in a reasonable time (15 mins):

a) Yes

b) No

6. Rate the service provided on free servicing:

1. Highly dissatisfied

2. Dissatisfied

3. Neutral

4. Satisfied

5. Highly satisfied

7. Are you satisfied with the car service you are presently getting from Aadya Motors?

a) Yes

b) No

8. Aware about new service provided at AADYA:

a) Yes

b) No

9. Are you willing to pay more for the services provided to you at AADYA?

a) Yes

b) No

10. Rate your satisfaction level towards service charges:

1. Highly dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Highly satisfied

11. The ease contacting the Service department to make an appointment.

1. Excellent
2. Good
3. Average
4. Poor

12. Rate the service attender's performance:

1. Excellent
2. Good
3. Average
4. Poor

13. Likelihood of using Aadya Motors for servicing and repairs in the future:

1. Very likely
2. Likely
3. May be
4. Unlikely
5. Very likely

14. Satisfaction level towards the service communicator reminding about the service pending:

1. Highly dissatisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied
4. Satisfied
5. Highly satisfied

15. When did you purchase car

a) Year and month of purchase _____

16. How many free services have been given to you

Specify the number _____

17. Any suggestions to improve the quality of service provided by AADYA.

*******Thank you for sparing your valuable time with me*******

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ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT
(16MBAPR407)

Name of the Student: VIKAS M.J

Internal Guide: Prof. ARUNDATHI K.L







USN No: 1AY16MBA89

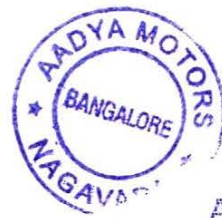
Specialization: MARKETING & HR

Title of the Project: A Study on customer satisfaction towards service quality

Company Name: Aadya Motors

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.		1
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.		2
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.		3
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...		4
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administering the questionnaire.		5
19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.		6
26-02-18 to 03-03-18	Compilation of research data and interpretation of data.		7

05-03-18 to 10-03-18	Data analysis and Finalization Of report.		8 
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.		9 
19-03-18 to 24-03-18	Report submission to the Institution.		10 





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