

PROJECT WORK (20MBAPR407)
**A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT
ON CUSTOMER REVISITING – AT WONDERLA HOLIDAYS LTD**

SUBMITTED BY

AMITH ROY.R
1KG21BA001

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELGAVI**



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Prof. Arundathi K.L
Assistant Professor
MBA, KSSEM

EXTERNAL GUIDE
Mr. Santosh Kumar
Guest Relation Manager
Wonderla Holiday Ltd



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-109

(May- 2023)



SSEM

KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. AMITH ROY** bearing USN **1KG21BA001**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Customer Satisfaction and its Impact on Customer Revisiting at Wonderla Holidays Ltd, Bengaluru" is prepared by him under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal

Dr. K. RAMA NARAYAN

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/23

Signature of Internal Examiner

Name & affiliation

Arundathi K.L.
K.S.S.E.M.

Dr V lakshmi Suneetha
TOCE

Signature of External Examiner

Name & affiliation

DECLARATION

WLA/HRD/1251/06/2023

10th June 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Amith Roy R** bearing identification number 1KG21BA001, Student from Visvesvaraya Technological University Belagavi, K. S School of Engineering & Management, has successfully completed his Internship with **M/s Wonderla Holidays Ltd**, Bangalore from 21st April 2023 to 10th June 2023 on the topic **“The Study on Customer Satisfaction & It’s Impact on Customer Revisiting”** with reference to the partial fulfillment of the requirements of Master of Business Administration.

All obligatory Information has been provided in order to establish this project.

We wish him all the best for his future endeavors.

For Wonderla Holidays Ltd


Chief Manager- H R

**PROJECT REPORT
(20MBAPR407)
“A STUDY ON IMPACT OF WORKING CAPITAL ON
PROFITABILITY OF PANCHAMUKHI PHARMA CHEM
PVT LTD”**

**By
AMRUTHA T R
(1KG21BA002)**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

**INTERNAL GUIDE
PROF. S RAJ MOHAN SIR
ASSOCIATE PROFESSOR
KSSEM COLLEGE**

**EXTERNAL GUIDE
Mr. MANOHAR K
HR MANAGER
PPC LTD**



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road,
Bengaluru-109**



KSSEM

KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

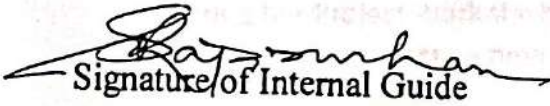
Bengaluru - 560 109, www.kssem.edu.in

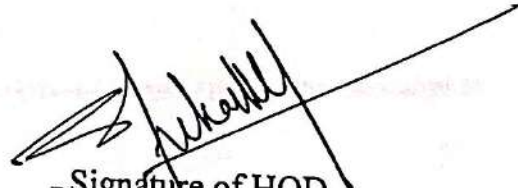
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that Ms. AMRUTHA T R bearing USN 1KG21BA002, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on The Impact of Working Capital on Profitability at Panchamuki Pharma Chem Private Limited" is prepared by her under the guidance of Prof. S Raja Mohan, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06 / 12 / 23


Dr. Shekar. H. S
KSSEM
Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDON L
PNSIT



PANCHAMUKI PHARMA CHEM

Plot No. 94 to 97, 1st Phase, Harohalli Industrial Area, Kanakapura (Tq), Ramanagara (D) Pin : 562112

Mob : 9448140238, 9980496029, Email : panchamukipharmachem@gmail.com

I, Amrutha T R hereby declare that the Project Report entitled "A Study on Impact of Working Capital on the Profitability of Panchamuki Pharma Chem Private Limited" prepared by me under the guidance of Prof. S RAJA MOHAN, Dept. of Management Studies, K S School of Engineering and Management, K S Somaiya Institute of Technology and Management, Mumbai, India, is a true and correct one. I also declare that this Project work is for the partial fulfillment of the university Regulations for the award of Degree in Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a project for a period of 06 weeks.

Name : Amrutha T R

Date: 27th May 2023

USN : 1KG21BA002

College : K.S School of Engineering and Management

I also declare that this Project work is for the partial fulfillment of the university Regulations for the award of Degree in Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a project for a period of 06 weeks.

Sub : Project Work.

I have undergone a project for a period of 06 weeks.

This is to certify Amrutha T R (1KG21BA002) , has done her project work on **Study on impact of working capital on the profitability of Panchamuki Pharma Chem** from 17th April 2023 to 27th May 2023.

University Institution.

During her Project Work she has Demonstrated her skills with interest and she was able to complete the project on time.

For Panchamuki Pharma Chem

Amrutha T R
Signature of the Student



Mr. Manohar. K

Human Resources Department

PROJECT REPORT (20MBAPR407)

ON

“A Study on capital structure and leverage of Acclaim motors pvt ltd”

By

ANJAN GOWDA KG

USN: 1KG21BA003

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance
of

INTERNAL GUIDE

Asso.Prof. Raja Mohan

Associate Professor

Department of Management Studies

KSSEM, Bengaluru

EXTERNAL GUIDE

Mr. S Madhu

HR Manager

Acclaim Motors pvt ltd



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(MAY- 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

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 Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Mr. ANJAN GOWDA K G bearing USN 1KG21BA003, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on capital structure and leverage of Acclaim Motors Pvt Ltd" is prepared by him under the guidance of Prof. S Raja Mohan, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

[Signature]
 Signature of Internal Guide

[Signature]
 Signature of HOD
 Professor & HOD-MBA,
 K.S. School of Engineering & management,
 #15, Mallasandra, Off. Kanakapura Road,
 Bengaluru - 560 109.

[Signature]
 Signature of Principal
 Dr. K. RAMA NARASIMHA
 Principal/Director

K S School of Engineering and Management
 Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23

[Signature]
 Dr. Shekar. H. S
 KSSEM

Signature of Internal Examiner
 Name & affiliation

[Signature]
 Signature of External Examiner
 Name & affiliation

CHANDAN L
 (RNYT)

Project Certificate

To whomsoever it may concern

This is to certify that Mr Anjan Gowda K G, USN no: IKG21BA003, a fourth semester MBA student at K S School Of Engineering and Management, Bengaluru, has successfully completed his project work titled -"Finance and Accounts", at Acclaim Motors pvt ltd (a Franchisee outlet of Royal Enfield), Yelahanka, Bangalore in our organization, for six weeks starting from 17/04/2023 to 27/05/2023 for our entire satisfaction.

We wish him all the best in all his future endeavours.



(HR, Acclaim Motors Pvt Ltd)



ACCLAIM MOTORS PVT LTD

Head Office : G-1, Pyramid North Square, No 520/432,
Bellary Road, Nehru Nagar, Yelahanka, Bangalore - 560 064
+91 9663 550053/11, sales@acclaimmotors.com

Service Center : # 61, 1st Main Road, Sunrise Layout
Jakkur Road, Yelahanka, Bangalore - 560 064
+ 91 9632 001100, service@acclaimmotors.com

Report on
PROJECT WORK (20MBAPR407)
“A STUDY ON WORK LIFE BALANCE OF EMPLOYEES”
At STOVEKRAFT LIMITED

By
ANUSHA S
1KG21BA004

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Dr. SHEKAR H S
HOD
Dept of MBA

EXTERNAL GUIDE
SHWETHA
H R MANAGER
STOVEKRAFT LIMITED



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

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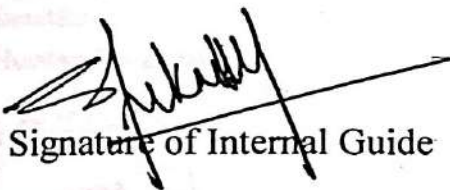
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15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. ANUSHA S bearing USN 1KG21BA004, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Work Life Balance of Employees at Stovekraft Limited, Harohalli, Bangalore" is prepared by her under the guidance of Dr. Shekar H S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

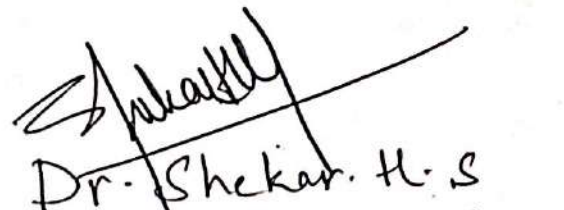

Signature of Internal Guide

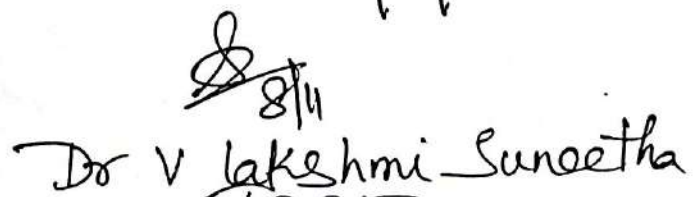

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 08/11/2023


Dr. Shekar. H. S
KSSEM, Bangalore
Signature of Internal Examiner
Name & affiliation


Dr V lakshmi Suneetha
IOCE
Signature of External Examiner
Name & affiliation

DECLARATION

I, (ANUSHA S) hereby declare that the Project work Report was prepared by me under the guidance of
Date: 27th May 2023
Name: Anusha S
USN: 1KG21BA004
College: K.S.School of Engineering & Management

Sub: Project Work

This is to certify that Anusha S, has done her Project work on Study on Work life balance of Employees at Stove Kraft Limited, from 17th April 2023 to 27th May 2023.

During her Project Work she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the project on time.

We wish her all the best for her upcoming career.

For Stove Kraft Limited



Swetha

Human Resources

Anusha S
ANUSHA S
1KG21BA004



PROJECT REPORT (20MBAPR407)
**“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF
FOODS AND INNS”**

By
B.Naveen
USN:1KG21BA005

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

S Raja Mohan
Associate Professor
Dept of Management of Studies
KSSEM, Bangalore

EXTERNAL GUIDE

J Jagath kumar
SR HR Officer
Foods and Inns ltd
Chittoor



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(September - 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

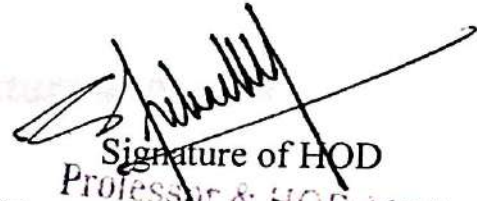
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15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. B NAVEEN** bearing USN **1KG21BA005**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Financial Performance Analysis of Foods and Inns" is prepared by him under the guidance of **Prof. S Raja Mohan**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

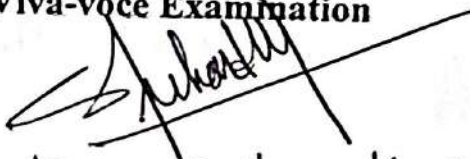

Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDAN-L
RNSIT



Foods & Inns

DECLARATION

27th May, 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr.B NAVEEN** Reg.No.1KG21BA005, Final Year M.B.A, K S SCHOOL OF ENGINEERING AND MANAGEMENT has done his Project work "A Study On Financial Performance Analysis" in our company from 17th April, 2023 to 27th May, 2023.

We wish him all success in future endeavor.

Signature of the Student

For Foods and Inns Limited,




J Jagath Kumar
Sr.HR-Officer

Foods & Inns Ltd.

Gollamadugu Village, Pallur Post, Vellore Road, Chittoor Dist. - 517 132. (A.P.) - INDIA.

GSTIN : 37AAACF0521C1ZE, PHONE : 08572 -258645

Report on
PROJECT (20MBAPR407)at
“A STUDY ON FINANCIAL PERFORMANCE ANALYSIS OF
QUESS CORP LIMITED”

By
Bhagyashree AS
USN:1KG21BA006

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

S Raja Mohan

Associate Professor Assistant Manager

Dept of Management of Studies

KSSEM, Bangalore

EXTERNAL GUIDE

Mr. Ullas

Assistant manager

Quess Corp Limited

Bangalore



KSSEM

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU- 560109
(August - 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

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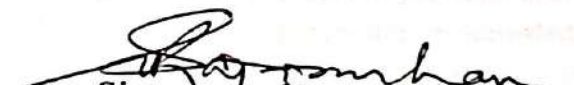
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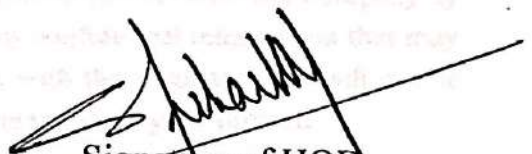
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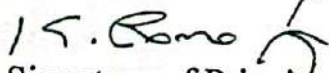
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. BHAGYASHREE A S** bearing USN **1KG21BA006**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Financial Performance Analysis of QUESS Corp Limited”** is prepared by her under the guidance of **Prof. S Raja Mohan**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
K S S E M
Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDAN L
PMT

DECLARATION

17-April-2023

PROJECT ACCEPTANCE LETTER

Dear Ms. Bhagyashree AS

This is with reference to the request received from your institute, **K S .School of engineering and Management..** dated **17-April-2023** for an project at our organization.

We are pleased to confirm your project in **Finance** department and your project will start from **17April-2023 till 27-May-2023**. Your guide for the project will be **Mr. Ullas**

During the course of your project , you may be entrusted with confidential information with regard to the Company and/or its affiliates, its customers and suppliers. During the continuance of project with the Company or any extension thereof and even after the cessation of project with the Company by any reason whatsoever, you shall protect and will not disclose, any confidential information that may come in your possession or knowledge by virtue of the project with the Company. You will not be covered under any insurance policy of the organization during the tenure of your project.

You will be required to hand over the project report at the end of this project.

Wishing you good luck!

Sincerely,

For Quess Corp Ltd



Lakshmi S DGM - HR

PROJECT (20MBAPR407)
A STUDY ON CONSUMER BUYING BEHAVIOUR ANALYSIS AT
“BAILLEY PVT LTD, MYSORE”

By
BHARGAV R
USN:1KG21BA007

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

ARUNDATHI K L

ASSISTANT PROFESSOR

KSSEM

EXTERNAL GUIDE

SOWMYA

HR MANAGER

BAILLEY PVT LTD MYSORE



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and research centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(MAY- 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

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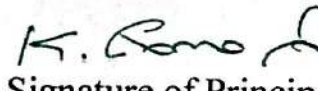
CERTIFICATE

This is to certify that **Mr. BHARGAV R** bearing USN **1KG21BA007**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **“A Study on Consumer Behaviour Analysis at Bailley Pvt Ltd, Mysuru”** is prepared by him under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation
Arundathi K.L.
KSSEM.


8/11
Dr V Laxshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation

CERTIFICATE

This is to certify that **Mr.BHARAGAV.R (USN:1KG21BA007)** pursuing Masters of Business Administration in K S School of Engineering and Management, Bengaluru completed his project from 17-04-2023 to 27-05-2023 and done a project on **“Study on Consumer Buying Behaviour Analysis at Bailey Pvt Ltd Mysore”**. under the guidance of Sowmya.

His project has been successfully completed to satisfaction under our guidance. During the training his character and conduct found satisfactory and we wish all the best in future endeavors.

Date: 05-06-2023

Place: Mysore



For Sai Sankalp Beverages



A PROJECT REPORT (20MBAPR407)

on

**“A Study on Employee Retention Strategies” at Paramount
Nutritions India Pvt. Ltd.**

Submitted by

BHAVYA M

(1KG21BA008)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Dr. Shekar H S
Head of the Department
Dept of Management Studies
KSSEM

EXTERNAL GUIDE

Mr. Edwin Fernandes
H R Manager
Paramount Nutritions
India Pvt. Ltd.



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(August – 2023)



SSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

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ACCREDITED BY NAAC

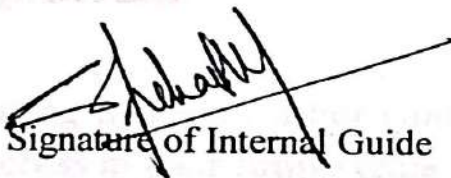
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Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that Ms. BHAVYA M bearing USN 1KG21BA008, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Employee Retention Strategies at Paramount Nutritions India Pvt Ltd, Bidadi, Ramanagar" is prepared by her under the guidance of Dr. Shekar H S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 08/11/2023


Dr. Shekar. H. S
K S S E M, Bangalore
Signature of Internal Examiner
Name & affiliation


Dr V lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation



(BUSINESS PARTNER - BRITANNIA INDUSTRIES LTD.)

Dt : 27.05.2023

CERTIFICATE

This is to certify that **Ms. Bhavya M (USN NO : 1KG21BA008)** student of K S School of Engineering & Management Bangalore Under Visvesvaraya Technological University Belgaum. She has successfully completed her project on "**A Study on Employee Retention Strategies**" in our esteemed organization. During the period from 17.04.2023 to 27.05.2023 in our organization.

During this period her conduct and character was good. We wish you all success in your future endeavors.

Place: Bengaluru

Date: 27/05/2023

Signature of the Student

Bhavya M

For Paramount Nutritions India Pvt. Ltd.,

Authorized Signatory

Paramount Nutritions India Pvt Ltd.

22A & 22B, KIADB Industrial Area, BIDADI, Ramanagar Dist., Bengaluru - 562109 India.

Email : paramountnutritionsindia@gmail.com

www.paramountnutritionsindia.com / www.paramountnutritionsindia.com

PROJECTWORK(20MBAPR407)
“ASTUDYONANALYSISOFMARKETINGMIX AT
VALLABHA MILK PRODUCTS PVT. LTD”

By
PAVANA.C
(1KG21BA009)

VISVESVARAYA TECHNOLOGICALUNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTEROF BUSINESS ADMINISTRATION

Underthe guidanceof

INTERNALGUIDE

Mrs. Arundathi K L

Assistant Professor

Dept of Management of Studies

KSSEM

EXTERNALGUID

Mr. Vijay Kumar

Hr. Manager

Vallabha Milk Products

Pvt.Ltd, Chittoor



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

DepartmentofManagement Studies and Research Center
KSSchoolofEngineering andManagement

(May- 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. C PAVANA bearing USN 1KG21BA009, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Analysis of Marketing Mix at Vallabha Milk Products Pvt Ltd, Chittoor" is prepared by her under the guidance of Prof. K L Arundathi, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K RAMA NARASIMHA

Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/23

Signature of Internal Examiner
Name & affiliation

Arundathi K. L.

KSSEM

Dr V lakshmi Suneetha
TOCE

Signature of External Examiner
Name & affiliation

VALLHABHA MILK PRODUCTS PRIVATE LIMITED

Office: Sy No.293/C1,C2, Vinukonda By Pass Road, Narasaraopet,
Palnadu District 522601,A.P.

Registration No.: U15201AP2017PTC106515

TN : AP : 37AAGCV0629K1Z2 TS : 36AAGCV0629K1Z4 MH : 27AAGCV0629K1Z3

TN : 33AAGCV0629K1ZA KA : 29AAGCV0629K1ZZ



Date-27-05-2023

CERTIFICATE

This is to certify that Miss. PAVANA.C (Reg-1KG21BA009)
Master of Business Administration from "KS SCHOOL OF ENGINEERING AND
MANAGEMENT" Bengaluru has done her project work on "A STUDY ON ANALYSIS ON
MARKETING MIX" in our organization successfully from 17-04-2023 to 27-05-2023.

The Project work carried out by her was to the entire satisfaction of ours and us
Appreciate her since and excellent work in this regard.

We wish all the best for her future endeavors

Thanking you

For VALLHABHA MILK PRODUCTS, PVT.LTD

Authorized Signature:



PROJECT REPORT (20MBAPR407)
**“A STUDY ON IMPACT OF CAPITAL STRUCTURE ON
PROFITABILITY AT VRL LOGISTICS LTD”**

By
DURGAPRASAD KC
USN: 1KG21BA010

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
PROF. S RAJAMOCHAN
ASSISTANCE PROFESSOR
DEPT OF MANAGEMENT STUDY
KS SCHOOL OF ENGINEERING
AND MANAGEMENT

EXTERNAL GUIDE
PUSHPA V JADHAV
MANAGER ADMINISTRATION
VRL LOGISTICS LTD



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May-2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

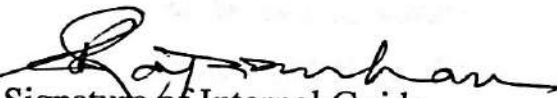
Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. DURGAPRASAD K C** bearing USN 1KG21BA010, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “A Study on Impact of Capital Structure on Profitability at VRL Logistics Ltd” is prepared by him under the guidance of **Prof. S Raja Mohan**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S

KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation

CHANDANIL
(RSTI)

Main Office :

No.4 Pampa Mahakavi Road
Opp. Kannada Sahitya Parishad
Chamarajpet

BENGALURU - 560 018 Karnataka Sta

Phones : 080 26992525 26992626

e-mail : sbcmo@vrllogistics.com

DATE:30/08/2023

Project Completion Certificate

This is to certify that **Mr.Durgaprasad.K.C, Reg No.1KG21BA010** a student of MBA IV Semester of K S School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on Impact of Capital Structure on Profitability at VRL Logistics Limited" for the period of six (6) weeks starting from 17th April 2023 till 28th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.


PUSHPA V JADHAV
MANAGER ADMINISTRATION



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 GSTIN (KAR): 29AABCV3609C1ZJ

PROJECT REPORT (20MBAPR407)

**“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT AT VRL
LOGISTICS LTD”**

**By
GREESHMA C S
USN: 1KG21BA011**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of*

INTERNAL GUIDE

**PROF. ARUNDATHI K L
ASSISTANCE PROFESSOR
DEPT OF MANAGEMENT STUDY
KS SCHOOL OF ENGINEERING
AND MANAGEMENT**

EXTERNAL GUIDE

**PUSHPA V JADHAV
MANAGER ADMINISTRATION
VRL LOGISTICS LTD**



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May-2023)**



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
 Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. GREESHMA CS** bearing **USN 1KG21BA011**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Customer Relationship Management at VRL Logistics Ltd, Chamarajpet, Bangalore”** is prepared by her under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
 K.S School of Engineering & management,
 #15, Mallasandra, Off. Kanakapura Road.
 Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
 Principal/Director

K S School of Engineering and Management
 Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/23

Dr V lakshmi Suneetha
 TOCE

Signature of Internal Examiner
Name & affiliation

Arundathi, KL
 KSSEM.

Signature of External Examiner
Name & affiliation

Main Office :

No.4 Pampa Mahakavi Road
Opp. Kannada Sahitya Parishad
Chamarajpet

BENGALURU - 560 018 Karnataka State

Phones : 080 26992525 26992626

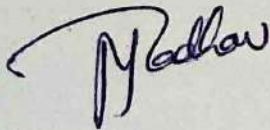
e-mail : sbcmo@vrllogistics.com

DATE:30/08/2023

Project Completion Certificate

This is to certify that **Ms.Greeshma.C.S** bearing **USN:1KG21BA011** a student of MBA 4th Semester from K S School of Engineering and Management, Bengaluru has completed her project under the title "A Study on Customer Relationship Management at VRL Logistics Limited for the period of Six (6) weeks, starting from 17th April 2023 to 27th May 2023.

During her association with us, she has demonstrated a keen interest to learn and her conduct is found to be satisfactory.



PUSHPA V JADHAV
MANAGER ADMINISTRATION



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 **GSTIN (KAR): 29AABCV3609C1ZJ**

**PROJECT REPORT ON
(20MBAPR407)
“ENHANCING DIGITAL MARKETING FOR WEBSITE AND APP
DEVELOPMENT”**

**Submitted By
HEMANTH RAJ S
USN: 1KG21BA013**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of**

INTERNAL GUIDE

**PROF. ARUNDATHI K L
ASSISTANT PROFESSOR
KSSEM**

EXTERNAL GUIDE

**MR. SUHAS D
FOUNDER AND DEVELOPER
KEYROOT TECH**



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(SEPTEMBER - 2023)**



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Mr. HEMANTH RAJ S bearing USN 1KG21BA013, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "Enhancing Digital Marketing for Website and App Development at Keyroot.Tech, Bengaluru" is prepared by him under the guidance of Prof. K L Arundathi, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/23


Signature of Internal Examiner
Name & affiliation
Arundathi K. L.
KSSEM


Dr. V. Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation

keyroot.tech

Keyroot Tech,
AECS Layout, 3rd Floor, No. 567/1933
Harlur Main Road, Singasandra, Bengaluru - 560068
+91 82962 99458 | techkeyroot@gmail.com

CERTIFICATE

This is to certify that Hemanth Raj S bearing USN 1KG21BA013, is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgaum. Project report on Enhancing Digital Marketing for Web and App Development is prepared by him under the guidance of Suhas D, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

For KEYROOT TECH


Signature of Internal Guide
Authorised Signatory

Signature of HOD

Signature of Principal

PROJECT REPORT (20MBAPR407)
on
“A Study on Career Planning and development At Tasa Foods Pvt Ltd”

Submitted by

K. BINDHU
(1KG21BA014)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Dr. Shekar H S
Head of the department
of Management of Studies
KSSEM

EXTERNAL GUIDE

Mr. Afreed
HR Manager
Tasa Foods pvt Ltd



KSSEM

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May-2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

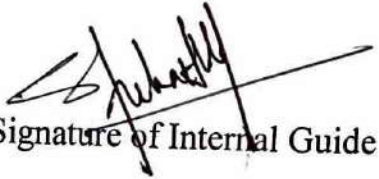
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15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. K BINDHU bearing USN 1KG21BA014, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.


Project report on "A Study on Career Planning and Development at Tasa Foods Pvt. Ltd, Chittoor" is prepared by her under the guidance of Dr. Shekar H S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination


Dr. Shekar. H.S
K S SEM, Bangalore
Signature of Internal Examiner
Name & affiliation

Date: 08/11/23


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation

Date: 26.06.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. K.BINDHU, (USN: 1KG21BA014) a student of MBA in K.S School of Engineering & Management has Satisfactory completed 41 Days (17TH APRIL 2023 TO 27TH MAY 2023) Project in "CAREER PLANNING & DEVELOPEMENT "in our TASA FOODS PVT LTD.

During her training she was found to be sincere and hardworking. She evinced Keen interest in learning and involved her in all aspects of her study.

We wish her all the success in her future endeavors.

For TASA FOODS PVT LTD


Authorized Signatory

A PROJECT Report (20MBAPR407)

on

“A Study on Performance Appraisal” at Amrut Distilleries Pvt Ltd

Submitted by
K. LIKITHASHREE
(1KG21BA015)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Dr. Shekar H S
Head of the department
Dept of Management of Studies
KSSEM

EXTERNAL GUIDE

Mrs. Puneetha M
Assistant Manager- HR
Amrut Distilleries Pvt
Ltd



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(August - 2023)



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

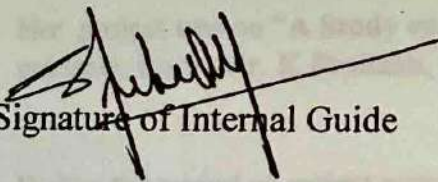
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

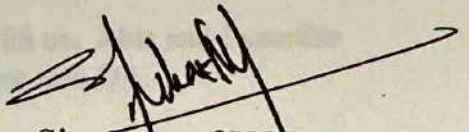
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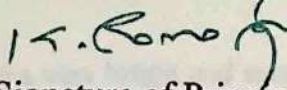
CERTIFICATE

This is to certify that Ms. K LIKITHASHREEE bearing USN 1KG21BA015, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Performance Appraisal at Amrut Distilleries Pvt Ltd, Bangalore" is prepared by her under the guidance of Dr. Shekar H S, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

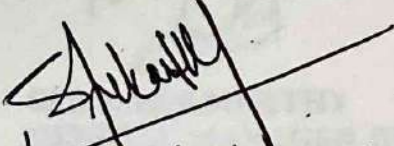

Signature of Internal Guide

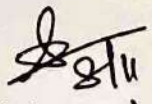

Signature of HOD,
Professor & HOD, MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

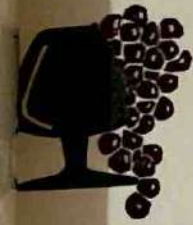

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 08/11/23


Dr. Shekar. H. S
KSSEM, Bangalore
Signature of Internal Examiner
Name & affiliation


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation



AMRUT DISTILLERIES PVT. LTD.

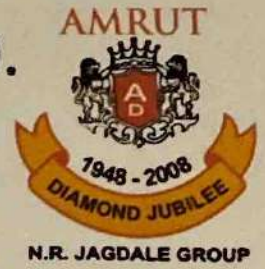
(N.R. Jagdale Group)

CIN : U51101KA1972PTC002246

Kambipura, Bengaluru - 560 074. INDIA

Phone : 91-80-28437214 / 28437574 Fax : 91-80-28437310

e-mail : amrutunit2@gmail.com



17th July 2023

To,

Ms. K Likithashree,
USN-1KG21BA015
K S School of Engineering and
Management,
15 Mallasandra, Off Kanakapura road
Bangalore :560 109

Sub: Completion of project with Amrut Distilleries Pvt. Ltd.

This is to certify that Ms. Likithashree has successfully completed her project with Amrut Distilleries Pvt. Ltd. Kambipura Bengaluru -560074 from 17th April 2023 to 27th May 2023.

Her project was on "A Study on performance appraisal" with us, Able and Expertise guidance from **Mr. K Prakash, General Manager Production and QA.**

During the period of project with us, she was found to be punctual, hardworking and inquisitive.

We take this opportunity to wish her a very bright and successful career ahead.

With best regards,

For AMRUT DISTILLERIES PRIVATE LIMITED,

For
Cheddy

SRIDHAR S MURTHY
GENERAL MANAGER-HR

Copy to Interne ship file

**A
PROJECT REPORT
ON**

A STUDY ON TRAINING AND DEVELOPMENT PROGRAM AT QUESS CORP LTD

**Submitted by
KANCHANA.M
(1KG21BA016)**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,BELAGAVI
In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

MR.SREEDHAR.N

ASSISTANT PROFESSOR

Dept of Management of Studies

KSSEM-Bengaluru

EXTERNAL GUIDE

Mr.ULLAS

ASSISTANT MANAGER

QUESS CORP Ltd

Bengaluru



**Department of Management Studies and research center
K.S.SCHOOL OF ENGINEERING AND MANAGEMENT**

BENGALURU-560109

(September-2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. **KANCHANA M** bearing USN **1KG21BA016**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Training and Development Program at QUESS Corp Limited**” is prepared by her under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15 Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMANARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

30-May-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Kanchana M (USN :1KG21BA016)**, student of **K S School of Engineering and Management, Bangalore** was engaged with as an intern from **17-April-2023** to **30-May-2023**.

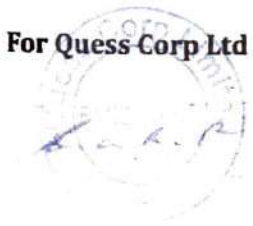
She has successfully completed her project at **"HR Department"** under the able guidance of **Mr. Ullas**

She has successfully completed her project on : **"A Study on Training and Development Program at Quess Corp Limited"**

During her tenure with us, we found to be dedicated, hardworking and enthusiastic.

We wish her well in her future endeavors.

For Quess Corp Ltd



Lakshmi S DGM - HR

PROJECT REPORT (20MBAIN307)

**“A Study on Training Management System at Sri Varsha
Food Products India Ltd.”**

BY

Kasturi M Jyahnavi

USN; 1KG21BA017

Submitted to

VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. SREEDHAR N

Professor

Department of Management Studies

K S School of Engineering and Management

EXTERNAL GUIDE

GANDHI D

General Manager

Sri Varsha Food Products



KSSEM

Department of Management Studies

K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU-560109

(May 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. KASTURI M JYAHNAVI bearing USN 1KG21BA017, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Training Management System at Sri Varsha Food Products India Ltd" is prepared by her under the guidance of Prof. Sreedhar N, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



Sri Varsha Food Products India Private Ltd.

Factory & Office :
47/2, 10, S.N. Puram, Puttur Road
Renigunta, Tirupati-517520, A.P., India

M : 9652588277
E : varsha@srivarsha.com
W : www.srivarsha.com

SVFPIL/HR/11/2023

27st May 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms.KASTURI M JYAHNAVI (USN.1KG21BA017)** a student of MBA in K.S. School of Engineering and Management has satisfactorily completed 40 days (18th April to 27th May 2023) internship in "Training Management system" in our "SRI VARSHA FOOD PRODUCTS INDIA PVT LTD".

During her training she was found to be sincere and hardworking. She evinced keen interest in learning and involved her in all the aspects of her study.

We wish her all the success in her future endeavors.

Sri Varsha Food Products India Pvt Ltd



Authorized Signatory

GSTN : 37AAMCS4995H1ZL
IEC : 0908016131

Regd. Office : D.No. 19-3-13/9, 4th Floor
Ramanujan Circle, Tiruchanoor Road, Tirupati - 517 501
Chittoor Dist., A.P., India

A PROJECT Report (20MBAPR407)
on
**“A Study On Employees Job Satisfaction ”at parsons
Nutritionals pvt. Ltd.**

Submitted by
LANCHANA N
(1KG21BA018)

Submitted to
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Asst Prof. Sreedhar N
Dept of Management Studies
KSSEM

EXTERNAL GUIDE
Mr. Ramesh
HR Manager
Parsons Nutritionals Pvt. Ltd.



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(August -2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. **LANCHANA N** bearing USN **1KG21BA018**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Employees Job satisfaction at Parsons Nutritionals Pvt Ltd**” is prepared by her under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor HOD-NBA,

K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

J.T.S 27.11.23.
Signature of External Examiner
Name & affiliation

PARSONS NUTRITIONALS PRIVATE LIMITED

Plot No.319C, 320 A & B and 321, 2nd Phase, Harohalli Industrial Area,
Kanakapura Tq., Ramanagar Dist.- 562112, Karnataka,
e-mail : hrm@parsonsnutritionals.in web : www.mannventures.com
CIN : U65311DL2002PTC115025




Date: 27-05-2023

CERTIFICATE

This is to certifying that **Ms. Lanchana N (USN NO : 1KG21BA018)** MBA student of **K S School of Engineering & Management, Bangalore** Under **Visvesvaraya Technological University Belgaum**, has Successfully completed her project “ **A Study On Employees Job Satisfaction**” at ‘**Parsons Nutritionals Pvt. Ltd, Harohalli**’ from 17.04.2023 to 27.05.2023.

We found her extremely hard working. She was very much interested to learn the functions of our divisions and followed up the procedures correctly. Also followed our company rules and regulations during her project period.

For Parsons Nutritionals Pvt. Ltd.,


Authorised Signatory

PROJECT (20MBAPR407)
“A study on consumer behavior towards Abhyudaya health care”

By
Madhu S
USN:1KG21BA0019

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Arundathi K L
Assistant Professor
Dept of Management of Studies
KSSEM, Bangalore

EXTERNAL GUIDE
Manoj
Marketer
Abhyudaya Health care
Bangalore



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. MADHU S** bearing USN **1KG21BA019**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **“A Study on Consumer Behavior towards Abhyudaya Health Care, Bengaluru”** is prepared by him under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/23

Signature of Internal Examiner

Name & affiliation
Arundathi K.L.
KSSEM

Signature of External Examiner

Name & affiliation
Dr. Harish N
The Oxford College of Engineering

TO WHOM SO EVER IT MAY CONCERN

This is to certify that MR . MADHU . S with USN NO. 1KG21BA019, is a second year student of (MBA) in k.s . school of engineering and management . He completed medical industrial in plant training under the project entitled marketing in our industry from (17/04/2023 to 27/05/2023) During the course of the training period, the conduct of the train was found to be good . He was found to be very hard working and sincere.

We wish him all success in his future endeavors.

WITH BEST WISHES ,

ABHYUDAYA HEALTHCARE

Representative by



**PROJECT REPORT
(20MBAPR407)
“A STUDY ON FINANCIAL PERFORMANCE USING RATIO
ANALYSIS AT SJS ENTERPRISES LTD”**

**By
MANJUNATH P
(1KG21BA020)**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

**INTERNAL GUIDE
PROF. S RAJA MOHAN
ASSOCIATE PROFESSOR
KSSEM COLLEGE**

**EXTERNAL GUIDE
Mr. SANTHOSH J
ACCOUNTANT
SJS ENTERPRISES LTD**



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-109
(September 2023)**



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

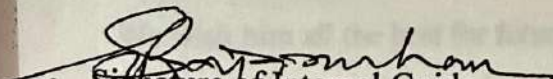
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

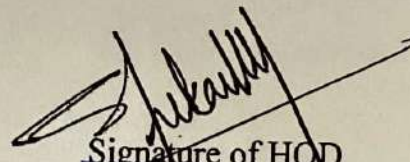
CERTIFICATE

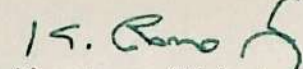
This is to certify that **Mr. MANJUNATH P** bearing USN **1KG21BA020**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Financial Performance using Ratio Analysis at SJS Enterprises, Bangalore" is prepared by him under the guidance of

Prof. S Raja Mohan, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

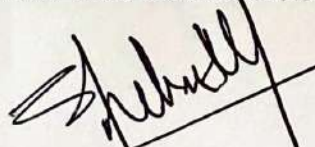

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road
Bennaluru - 560 109

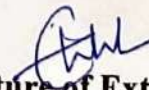

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
KSSEM
Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDAN L
RNSIT



SJS/HRM/PEJ CER/F36/-R3836

September 04, 2023

TO WHOM IT MAY CONCERN

This is to certify that **Mr. Manjunath P bearing USN: 1KG21BA020** a student of IV Semester MBA from KS School of Engineering and Management, Bengaluru he has successfully completed his project under the title "**A Study on Financial Performance Using Ratio Analysis at SJS Enterprises Ltd.**" For the period of 6 Weeks starting from 17th April 2023 to 27th May 2023.

Manjunath P displayed a professional character during his project and completed all assigned task, during his project program with us, he was found self-motivated, hardworking, and inquisition.

We wish him all the best for future endeavours.

For SJS Enterprises Limited.,

S. Umadevi

Umadevi S

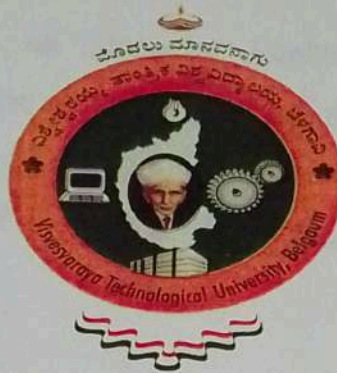
AGM HR & Admin.



PROJECT (20MBAPR407)
**“A STUDY ON FINANCIAL ANALYSIS OF
ADISHAKTI MOTORS”**

By
MOHAMMED FAROOQUE
USN:1KG21BA021

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

S Raja Mohan
Associate Professor
Dept of Management of Studies
KSSEM, Bangalore

EXTERNAL GUIDE

Ashwini
Senior Accountant
Adishakti cars pvt ltd
Shimoga



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

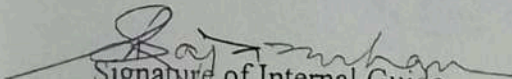
Bengaluru - 560 109, www.kssem.edu.in

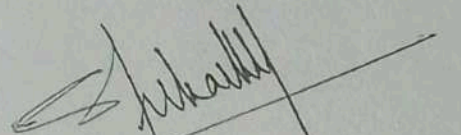
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. MOHAMMED FAROOQUE** bearing USN **1KG21BA021**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Financial Analysis of Adishakti Motors, Shivamogga**” is prepared by him under the guidance of **Prof. S Raja Mohan**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

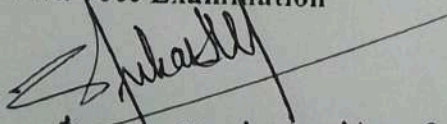

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMIA NARASIMHA
Principal/Director

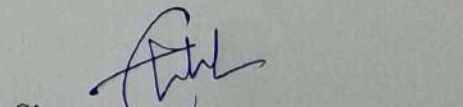
K.S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation

CHANDAN.L
(PNSIT)



Date 27-May-2023

CERTIFICATE

This is to certify that Mr. Mohammed farooque (1KG21BA021) MBA student of Visvesvaraya Technological University, Belagavi, has completed his internship on "Financial analysis" at our organization from 18-April- 2023 to 27-May- 2023 under the supervision of Mrs. Ashwini.

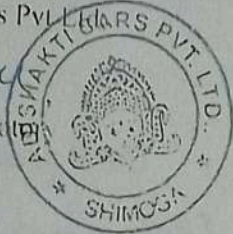
During the internship period, his conduct was good.

We wish his all success in his future Endeavors.

Sincerely,

For:-Adishakti Cars Pvt.Ltd

Authorise Signatory



PROJECT REPORT (20MBAIN307)
"A STUDY ON EMPLOYEES COMPENSATION AND BENEFITS
AT PANCHAMUKI PHARMA CHEM"

BY
MOHAN KUMAR K V
USN: 1KG21BA022

Submitted to
VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. SREEDHAR N

Assistant Professor

K S School of Engineering and Management

EXTERNAL GUIDE

Mr. MANOHAR

HR Manager

Panchamukhi Pharma Chem



Department of Management Studies and Research Centers

K.S.SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU-560109

(May- 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. MOHAN KUMAR K V** bearing USN **1KG21BA022**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **“A Study on Employees Compensation and Benefits at Panchamuki Pharma Khem”** is prepared by him under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD,
Professor & HOD-MBA,

K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



PANCHAMUKI PHARMA CHEM

Plot No. 94 to 97, 1st Phase, Harohalli Industrial Area, Kanakapura (Tq), Ramanagara (D) Pin : 562112

Mob : 9448140238, 9980496029, Email : panchemukipharmachem@gmail.com

Name : Mohan Kumar K V

Date: 27th May 2023

USN : 1KG21BA022

College : K.S School of Engineering and Management

Sub : Project Work.

This is to certify **Mohan Kumar K V (1KG21BA022)** , has done him project work on **study on Employee Compensation and Benefits at Panchemuki Pharma Chem** from 17th April 2023 to 27th May 2023.

During him Project Work he has Demonstrated him skills with interest and he was able to complete the project on time.

For Panchemuki Pharma Chem



Mr. Manohar. K

Human Resources Department

PROJECT WORK (20MBAPR407)
**“A STUDUY ON CUSTOMER SATISFICATION ADOPTED BY APPLE AUTO
AGENCY PVT. LTD”**

By
NADEEP D
(1KG21BA023)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

Mrs. Arundathi K L

Assistant Professor

Dept of Management of Studies

KSSEM

EXTERNAL GUID

Mr. T. Jaya Prakash

General Manager

APPLE AUTO AGENCY

Pvt. Ltd



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K S School of Engineering and Management #15, Near Vajarahalli, Mallasandra, off
Kanakapura road, Bengaluru-109

(May- 2023)



KSSEM

KAMMAVARISANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

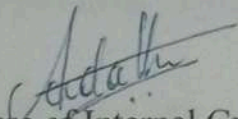
ACCREDITED BY NAAC

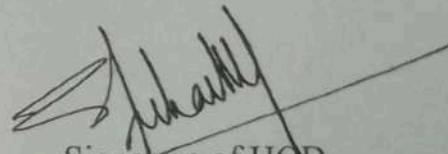
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

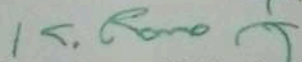
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. NADEEP D** bearing USN **1KG21BA023**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Customer Satisfaction of Apple Auto Agency Pvt Ltd. Bengaluru"** is prepared by him under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

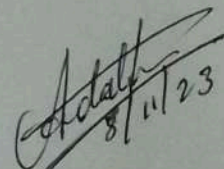

Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road
Bengaluru - 560 109



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 8/11/2023


Signature of Internal Examiner
Name & affiliation

Arundathi K L
KSSEM


Signature of External Examiner
Name & affiliation

Dr. Harishan
The Oxford College of Engineering

Your Ref. : _____

Our Ref. : _____

Date: 11.6.2023

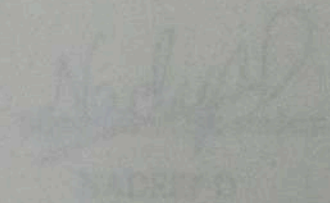
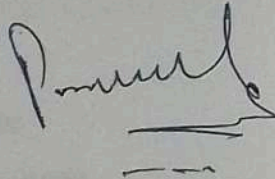
CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **MR. NADEEP.D (Reg No. 1KG21BA023)** student of MBA Final Year of (K S School of Engineering and Management) Bangalore has Completed his academic project work titled (A STUDY ON CUSTOMER SATIFICATION OF APPLE AUTO AGENCY PVT LTD) for the duration of **6 weeks** in our organization under the guidance of our officer.

For,

APPLE AUTO AGENCY PVT.LTD.

**APPLE AUTO AGENCY PVT. LTD.**

(Authorised Dealers for : Suzuki Motorcycle India Pvt. Ltd.)

615, 100ft Ring Road, Kathriguppe, BSK IIIrd Stage
Bengaluru - 560 085 Phone : 080-26697070 / 26698080
CIN : U50300KA2005PTC036434

PROJECT REPORT
(20MBAPR407)
"A STUDY ON FINANCIAL ANALYSIS OF MUTHOOT FIANANCE
LTD"

By
NANDEESH B
(1KG21BA024)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
PROF. S RAJA MOHAN
ASSOCIATE PROFFESOR
KSSEM COLLEGE

EXTERNAL GUIDE
Mr. DEEPAK B.S
BRANCH MANAGER
MUTHOOT FINANCE LTD



KSSEM

Department of Management Studies and Research Centre
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-10



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

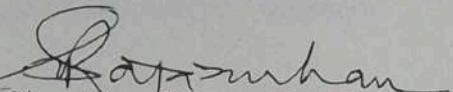
Approved by AICTE-1-5279601. Affiliated to VTU, Belagavi

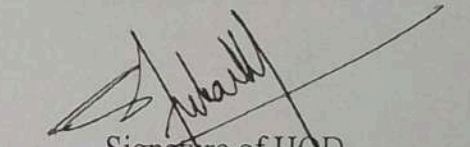
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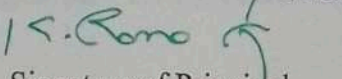
15, Near Vajarahalli, Mallasandra, off Kanakapura Road
Bengaluru - 560 109, www.kssem.edu.in
Fax +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. NANDEESH B** bearing USN **1KG21BA024**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Financial Analysis on Muthoot Finance Ltd”** is prepared by him under the guidance of **Prof. S Raja Mohan**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

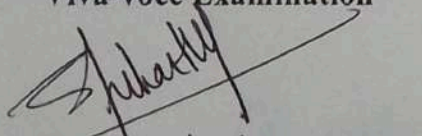

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

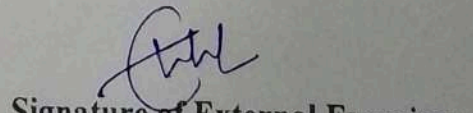
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H-S
KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDANI
FOOT



The Muthoot Group

DATE: 30/08/2023

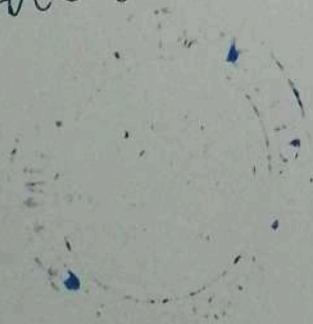
Project Completion Certificate

This is to certify that Mr.Nandeesh B .Reg No.1KG21BA024 a student of MBA IV Semester of KS School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on financial analysis of Muthoot finance ltd " for the period of six (6) weeks starting from 17th April 2023 till 28th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found satisfactory.

MANAGER

Deepak B S



Report on Project Report

(20MBAPR407)

"IMPACT OF PROMOTION STRATEGIES TOWARDS THE PRODUCTS"

By

NAVEEN RAJ.S

USN: 1KG21BA025

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Name: Sreedhar. N

Designation: Ass Professor

Organization: KSSEM

EXTERNAL GUIDE

Name: Alphi John

Designation: Sales Manager

Organization: Reliance Fresh



Department of Management Studies

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU- 560109

(MAY – 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. NAVEEN RAJ S** bearing **USN 1KG21BA025**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Promotion Strategies towards the Products in Reliance Fresh Mart”** is prepared by him under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 169

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management

Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner

Name & affiliation

Dr V Lakshmi Suneetha
TOCE

Signature of External Examiner

Name & affiliation

Main Office :

No.4 Pampa Mahakavi Road
Opp.Kannada Sahitya Parishad
Chamarajpet

BENGALURU - 560 018 Karnataka Stat

Phones : 080 26992525 26992626

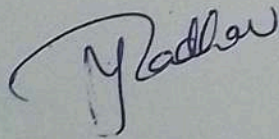
e-mail : sbcmo@vrllogistics.com

DATE:30/08/2023

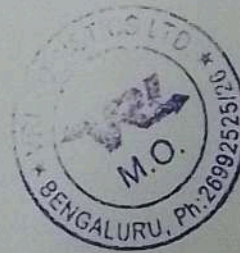
Project Completion Certificate

This is to certify that **Mr.Durgaprasad.K.C, Reg No.1KG21BA010** a student of MBA IV Semester of K S School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on Impact of Capital Structure on Profitability at VRL Logistics Limited" for the period of six (6) weeks starting from 17th April 2023 till 28th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.



PUSHPA V JADHAV
MANAGER ADMINISTRATION



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 **GSTIN (KAR): 29AABCV3609C1ZJ**

PROJECT REPORT
(20MBAPR407)
"AN ANALYSIS OF INCOME AND EXPENDITURE WITH SPECIAL REFERENCE
TO BMTCL, BANGALORE."

By
NIREESHA V S
USN:1KG21BA026

Submitted to
VISHVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

S Raja Mohan
Associate Professor
Dept of Management of Studies
KSSEM, Bangalore

EXTERNAL GUIDE

Prashanth
Accountant
Bangalore Metropolitan
Transport Corporation



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

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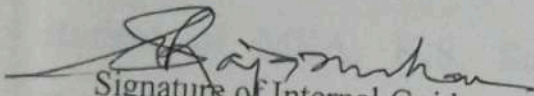
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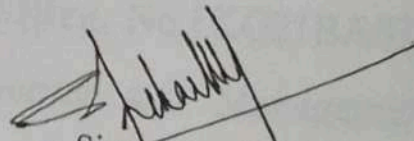
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

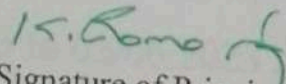
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. NIREESHA V S bearing USN 1KG21BA026, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "An Analysis of Income and Expenditure with Special Reference to BMTC, Bangalore." is prepared by her under the guidance of Prof. S Raja Mohan, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

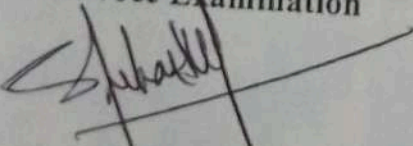

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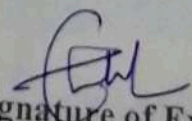

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off, Kanakapura Road
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
KSSEM
Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDAN.L
ENSIT



ಬೆಂಗಳೂರು ಮಹಾನಗರ ಸಾಲಿಗೆ ಸಂಸ್ಥೆ

ಕೇಂದ್ರ ಕಛೇರಿ : ಬೆಂಗಳೂರು

BANGALORE METROPOLITAN TRANSPORT CORPORATION

HUMAN RESOURCE DEVELOPMENT DEPARTMENT

No: BMTC: CO: HRD: 1071/2023-24

Date: 08/06/2023



CERTIFICATE

This is to certify that M/s Nireesha V S (Reg. No.1KG21BA026) student of MBA, K.S. School of Engineering and Management, Bengaluru, has successfully completed the project on the title "An Analysis of Income and Expenditure with Special Reference to BMTC, Bangalore" during 24/04/2023 to 03/06/2023 at Bangalore Metropolitan Transport Corporation.

The Corporation wishes her a bright future.

Place: Bengaluru

Chief Labour and Welfare Officer (HRD)

Head, B.M.T.C. Office
Human Resource Development Department
Bangalore Metropolitan Transport Corporation
Central Office, Shanthinagar, Bengaluru-27

Report on
PROJECT (20MBAPR407) at
"CHAMARAJANAGAR DISTRICT CO-OPERATIVE
MILK UNION LIMITED"

By
PRASHANTH N
USN:1KG21BA027

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
ARUNDATHI K L
ASSISTANT PROFESSOR
KSSEM

EXTERNAL GUIDE
MR SHIVAKUMAR
MARKETING MANGER
CHAMUL



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109



KSSEM

KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

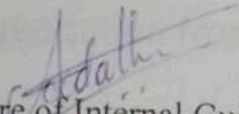
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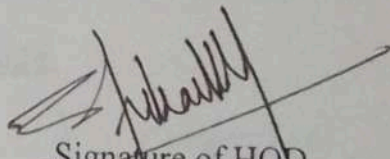
ACCREDITED BY NAAC

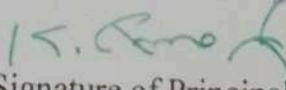
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. PRASHANTH N** bearing USN **1KG21BA027**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Customer Perception towards CHAMUL, Chamarajanagar”** is prepared by him under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

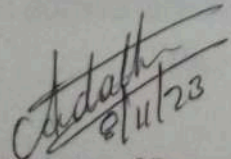

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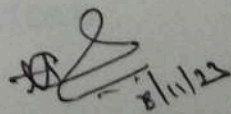

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 08/11/23


Signature of Internal Examiner
Name & affiliation
Arundathi K.L.
KSSEM.


Signature of External Examiner
Name & affiliation
Dr. Harishan
The Oxford College of Engineering



ಚಾಮರಾಜನಗರ ಜಿಲ್ಲಾ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿ.
Chamarajanagar Dist. Co-operative Milk Producer's Societies Union Ltd.



FSSC 22000

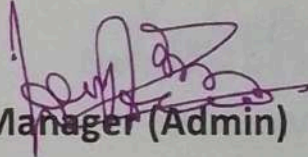
No.204: Chamul: Admin: 2023

Date 17.06.2023

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Prashanth.N (1KG21BA027) student studying 2nd Year Master of Business Administration (MBA) at K.S.School of Engineering and Management Bangalore has done the "Project - on the topic of Customer Perception towards Chamul" practice in our organization from 26.04.2023 to 06.06.2023.


Manager (Admin)



ಕುದೇರು ಗ್ರಾಮ ಮತ್ತು ಅಂಚೆ, ಸಂತೇಮರಳ್ಳಿ ಹೋಬಳಿ, ಚಾಮರಾಜನಗರ-571 316.

Kuderu Village & Post, Santhemarahalli Hobli, Chamarajanagar-571 316

E-mail : admnchamul@gmail.com, purchamul@gmail.com, chamulmis@gmail.com

Ph : 08226-234848 Website : www.chamul.co.in

PROJECT WORK (20MBAPR407)
**“A STUDY ON CONSUMER BEHAVIOR ON REMODELING AND
INTERIOR DESIGN J SPACES PVT LTD”**

By
PREMALATHA M K
(1KG21BA028)

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE
Mrs. ARUNDATHI K L
ASSISTANT PROFESSOR
Dept of Management of Studies
KSSEM

EXTERNAL GUIDE
Mrs. A ANUSHA
Manager
J SPACES Pvt. Ltd
Bangalore



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K S School of Engineering and Management
(May 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

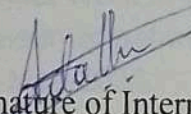
ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. **PREMALATHA M K** bearing USN **1KG21BA028**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Consumer Behavior on Remodeling and Interior Design at J Spaces, Jambusavari Dinne, Bengaluru** ” is prepared by her under the guidance of **Prof. K L Arundathi**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

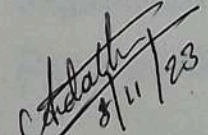

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

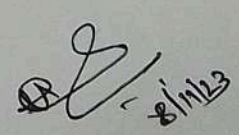
Viva-voce Examination

Date: 08/11/23


Signature of Internal Examiner

Name & affiliation

Arundathi K L
KSSEM


Signature of External Examiner

Name & affiliation

Dr. Harish W
The Oxford College of Engineering

**J SPACES**
THAT DEFINES HOME



+91 9916992404



jspaces.interiors@gmail.com



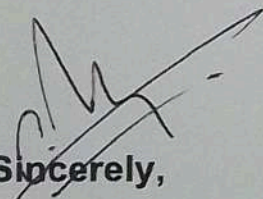
Jambusavaridinne main road,JP

Nagar 8 th Phase 560083

CERTIFICATE OF INTERNSHIP

This is to certify that **Premalatha M K**(Reg No:IKG21BA028) has done her Project Work in J Spaces (GSTIN 29AXMPJ2193E2Z8) as "A Study on Consumer behavior on Remodeling and Interior Design" from 23-Apr-2023 to 29-May-2023.

During her internship, she demonstrated good design skills with self-motivated attitude to learn new things.


Sincerely,
Jagadeesh Reddy
Director, J SPACES

Proprietor ,

PROJECT REPORT (20MBAPR407)

**“A STUDY ON INVENTORY MANAGEMENT AT
SIDDARTHA CIVIL WORKS PVT.LTD”**

By PRIYANKA P S

USN: 1KG21BAO29

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

Roopa Balavenu

Asst. professor

Department of management studies

EXTERNAL GUIDE

Deepak

Senior HR Manager

Siddartha Civil Works Pvt.Ltd



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies & Research Centre

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT BENGALURU-

560109 May 2023



KSSEM

KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055905

CERTIFICATE

This is to certify that Ms. PRIYANKA P S bearing USN 1KG21BA029, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Inventory Management at Siddartha Civil Works" is prepared by her under the guidance of Prof. Roopa Balavenu, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA

K.S. School of Engineering & Management
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 6/11/2023

Dr. Shekar. H. S
KSSEM

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

(CHANDAN.L)
F1077

Date: 25-08-2023

To
Ms. Priyanka P S

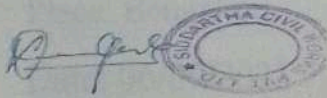
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Priyanka P S having Registered No.1KG21BA029 MBA Student of Visvesvaraya Technological University, Belagavi. On successful completion of her internship program a "Study On Inventory Management "at the stipulated time of 1.5 months with the **M/s.Siddartha Civil works Pvt Ltd.**, Her internship started on 17-04-2023 to 25-05-2023 under my supervision.

During her Internship period, she was dedicated and disciplined.

We wish her a successful life ahead

For **Siddartha Civil Works Pvt Ltd.**



Deepak
Sr Manager HR

Report on

**A STUDY ON LOANS AND ADVANCES OF
“URBAN CREDIT CO OPERATIVE SOCIETY LTD”
REVITING – UCCS**

SUBMITTED BY

**RANJUSHREE T S
1KG21BA030**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELGAVI**



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

**INTERNAL GUIDE
PROF ROOPA BALAVENU
ASSISTANT PROFESSOR
MANAGEMENT STUDIES
KSSEM**

**EXTERNAL GUIDE
MR C RAVINDRA
BANK MANAGER DEPT OF
URBAN CREDIT CO OPERATIVE SOCIETY LTD
KANAKAPURA**



Department of Management Studies

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU-560109**

(MAY -2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

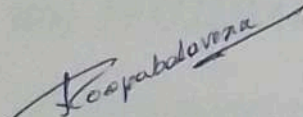
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

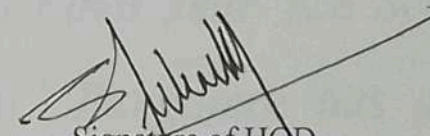
Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. RANJUSHREE T S bearing USN 1KG21BA030, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Loans and Advances of UCCS" is prepared by her under the guidance of Prof. Roopa Balavenu, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

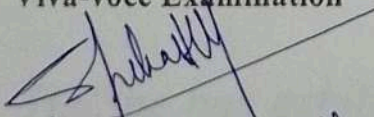

Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

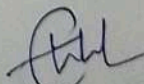

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekhar H.S
KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
(CHANDAN.L)
PNDIT



ಸ್ಥಾಪನೆ : 1986

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Ph: 080 - 27922294

Mob: 8904282198

ಅರ್ಬನ್ ಕೋ-ಆಪರೇಟಿವ್ ಕ್ರೆಡಿಟ್ ಸೊಸೈಟಿ ಅಮಿಟೆಡ್

ಚರ್ಚ್ ರಸ್ತೆ, ಕನಕಪುರ-562 117, ರಾಮನಗರ ಜಿಲ್ಲೆ.

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Church Road, Kanakapura-562 117, Ramanagar District.

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ದಿನಾಂಕ 05/09/24

CERTIFICATE

This is certifying that **Miss.RANJUSHREE T S (Reg no: 1KG21BA030)** student of MBA Final Year "K.S School of Engineering and Management" Bangalore has done her/his project work on the study of **A Study on "Loans and Advances" at Urban Co Operative credit Society ltd Kanakapura**". The project is carried out for the period of six weeks.

He/She has exhibited punctuality and diligence during the period.



Sreedhara - ell
General Manager (inch)

Urban Co operative credit society .Ltd.,
kanakapura

PROJECT REPORT (20MBAPR407)

"An Analytical Study On Financial Performance Analysis of Maruti Suzuki India Ltd"

By

STUDENT NAME: RATHAN M

USN: 1KG21BA031

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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



MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Name: Prof. ROOPA BALAVENU

Designation: Asst. Professor

Organisation: KSSEM

EXTERNAL GUIDE

Name: Mr. VASU NAGENDRA

Designation: GM - SALES

Organisation: NEXA SURAKSHAA

CAR CARE PVT LTD



Department of Management Studies

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU- 560109

(May - 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. RATHAN M** bearing USN **1KG21BA031**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **"An Analytical Study on Financial Performance Analysis of Maruthi Suzuki India Ltd."** is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 6/1/2023

Dr. Shekar. H. S

KSSEM

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

(CHANDON L)
PMS



Date: 30-08-2023

CERTIFICATE OF ACCOMPLISHMENT

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **RATHAN M** Bearing USN: **-1KG21BA031** studying in Final year MBA in **K. S SCHOOL OF ENGINEERING & MANAGEMENT**, Bengaluru. He has undergone Project work in, **SURAKSHAA CAREER ACADEMY & SURAKSHAA CAR CARE PVT LTD** Bengaluru, from **17-04-2023** to **27-05-2023**. During this period, he has learnt about the subject **"Finance & Sales in a Dealership"** under the guidance of Mr. Vasu Nagendra. He has completed his study project on "EPS analysis on Maruti Suzuki Vs other competitors.

During this period, he was actively involved in learning the above topics.
We wish him every success for his all-future academic endeavours and bright career.

For SURAKSHAA CAREER ACADEMY

C.S. N.
AUTHORIZED SIGNATORY
DIRECTOR-TRAINING



Rathan M.
Signature of the Student

**PROJECT WORK
(20MBAPR407)
“A STUDY ON CUSTOMER PREFERENCES AND
CUSTOMER SATISFACTION ON TOYOTA CARS”**

**By
ROHAN B G
(1KG21BA032)**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of*

**INTERNAL GUIDE
Mr. SANGAN GOUDA
ASSISTANT PROFESSOR
Dept of MBA
KSSEM**

**EXTERNAL GUID
Mr. AKASH K
Service Manager
Shakti Toyota Pvt. Ltd
Sagara**



**Department of Management Studies
K S School of Engineering and Management
Bengaluru-560109
(May 2023)**



KSSEM

KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. ROHAN B G** bearing USN **1KG21BA032**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Customer Preferences and Customer Satisfaction at Toyota Cars" is prepared by him under the guidance of **Prof. Sangan Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

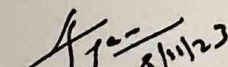

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation

DECLARATION

Date: 01/06/2023

To whomsoever it may concern

This is to certify that, Rohan B G (USN No 1KG21BA032) 2nd year student from KS SCHOOL OF ENGINEERING & MANAGEMENT was completed his project work at Shakti Cars Pvt Ltd from 17/04/2023 to 31/05/2023.

As a part of the project work students had done a study on Customer preferences and Customer satisfaction.

We wish all the best for his future endeavours.

For Shakti Cars Private Limited.


HR - Dept



Place: BANGALORE

Date: September 2023


Signature of the Student

ROHAN B G

A Project report (20MBAPR407)

**“A STUDY ON THE EFFECT OF MONETARY AND NON MONETARY
REWARDS ON EMPLOYEE ENGAGEMENT” AT MINDA KYORAKU LTD**

**By
SANDHYA R
1KG21BA033**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Mr. SREEDHAR N
ASSISTANT PROFESSOR
K.S.S.E.M

EXTERNAL GUIDE

Mr.RAGHAVENDRA B.R
HRM
MINDA KYORAKU Ltd



**Department of Management Studies and Research Center
K.S.SCHOOL OF ENGINEERING AND MANAGEMENT**

NO.15, MALLASANDRA, OFF KANAKAPURA ROAD

BANGALORE-560109

(August -2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

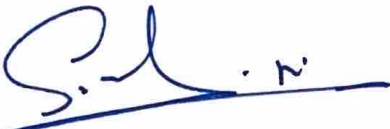
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Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. SANDHYA R** bearing USN **1KG21BA033**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Effect of Monetary and Non-Monetary rewards on Employee Engagement at Minda Kyoraku Ltd**” is prepared by her under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation

27th May 2023

Internship Certificate

This is to certify that Ms, Sandhya R bearing registration Number 1KG21BA033 from K S School of Engineering and Management Bangalore Under Visvesvaraya Technological University Belgaum. She has successfully completed her project on "A Study on Effect of Monetary and Non Monetary rewards on employee engagement" in our esteemed Organization. During the period from 17.04.2023 to 27.05.2023 in our organization.

During the period of the said programme she has exposed to different process and was found diligent, hard working and inquisitive.

We wish her every success in her life and career.

Thank You

For Minda Kyoraku Limited


Raghavendra B.R.

HRM

**SUMMER PROJECT REPORT (20MBAIN307) on
EMPLOYEE ENGAGEMENT PROCESS - HRBP**

Submitted By-

SANJANA. S (1KG21BA034)

Submitted to-

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

MASTERS OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF

INTERNAL GUIDE

ASST. PROF. SREEDHAR. N

(Faculty, MBA Department)

KS School Of Engineering and Management

EXTERNAL GUIDE

Mr. NAGARAJ. HK

(Vice President, BCT)

Bahwan CyberTek



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

#15, Mallasandra, off Kanakapura Road, Bengaluru - 560109

MAY 2023

CERTIFICATE FROM THE ORGANIZATION



Date: 07-06-2023

PROJECT COMPLETION CERTIFICATE

This is to certify that **Ms. Sanjana. S** from **K. S. School of Engineering and Management, MBA Department**, has completed the project work at **BCT Consulting, Bangalore**.

The project work period was from **23.04.2023** to **26.05.2023**. During this period her performance and conduct was good.

We take this opportunity to thank her for the contribution and wish her success in future endeavors.


For BCT Consulting



BCT CONSULTING PVT. LTD.

"Prestige Meridian - II" 12th Floor, Unit 1202, #30, M.G.Road, Bengaluru - 560 001, India
Tel: (91) 80 2559 0996 / 97 www.bahwancybertek.com CIN: U72900KA2001PTC029345

CERTIFICATE FROM THE INSTITUTION



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

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15, Near Vajirahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109. www.ksem.edu.in
Fax: +91 80 28425164, Mob: 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. SANJANA S** bearing USN **1KG21BA034**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Report Employee Engagement Process at Bahwan Cyber Tek Pvt Ltd" is prepared by her under the guidance of **Prof. Sreedhar N.** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

27.11.23
Signature of Internal Examiner
Name & affiliation
N. J.T.S 27.11.23
Signature of External Examiner
Name & affiliation

Report on
PROJECT WORK (20MBAPR407)
“AN EMPIRICAL STUDY OF WORKING CAPITAL MANAGEMENT AND ITS
IMPACT ON PROFITABILITY”
AT TENSHI KAIZEN PVT LTD

By
SANJAY K
1KG21BA035

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
ROOPA BALAVENU
Asst. PROFESSOR
Dept. of MBA
KSSEM

EXTERNAL GUIDE
MR. SURESH KALAL
FINANCE MANAGER
TENSHI KAIZEN PVT LTD
HAROHALLI-562112



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. SANJAY K** bearing USN **1KG21BA035**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“An Emperical Study of Working Capital Management and its Impact on Profitability at Tenshi Kaizen Pvt Ltd.”** is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23

Dr. Shekar. H. S

KSSEM

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

(CHANDAN U)
FNOIT

To,
Head of the Department,
KS Institute of Engineering and Management,
Bangalore

Date – 30.05.2023

Sub: Project Work certification

This is to certify that Mr. SANJAY K, USN No- 1KG21BA035 has done his Project on Finance (study on working capital management) at our organisation Tenshi Kaizen Pvt Ltd, located at Plot no 46, 1st Phase KIADB Industrial Area, Harohalli Ramanagara 562112, from 17th April 23023 to 27th May 2023.

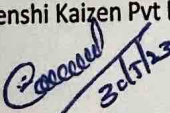
During his project work he has demonstrated his skills with self motivation to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

Will wish him all the best for his bright future.

Signature of the student
SANJAY K

Thanking You,

For Tenshi Kaizen Pvt Ltd,


Authorized Signatory



TENSHI KAIZEN PRIVATE LIMITED
(Formerly Higher Pharmatech Private Limited)

Regd. Office : Plot No. 46, 1st Phase, KIADB Industrial Area, Harohalli, Kanakapura, Bengaluru Rural - 562 112, Karnataka, India
Tel: +91 80 6788 8585 / 507 | E-mail: info@tenshikaizen.com | www.tenshi.co.in

Corp. Office : Plot No. 30, 'Galaxy', 1st Main Road, J. P. Nagar Third Phase, Bengaluru - 560 078, Karnataka, India
Tel.: +91 80 4657 0300 | Fax: +91 80 4657 0400 | CIN : U24230KA2007PTC042337

Report on
PROJECT WORK (20MBAPR407)
**"A STUDY ON WORKING CAPITAL MANAGEMENT AT SRI KRISHNA
SPINNING AND WEAVING MILLS PVT LTD "**

By
SHASHIKUMAR. M
(1KG21BA036)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the
degree of **MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

INTERNAL GUIDE

Prof. ROOPA BALAVENU
ASSISTANT PROFESSOR
Of Management of Studies
KSSEM

EXTERNAL GUID

Mrs. JAYALAKSHMI
MANAGER
S K spinning &
weaving Mills Pvt Ltd.



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Study & Research centre MBA
K S School of Engineering and Management

**#15, Near Vajarahalli, Mallasandra, off Kanakapura
road, Bengaluru-109**



Edit with WPS Office



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi


ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. SHASHIKUMAR M** bearing **USN 1KG21BA036**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “A Study of Working Capital Management at Sri Krishna Spinning and Weaving Mills Private Limited” is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 6/12/2023


Dr. Shekar - H.S
K S S E M

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDANIL
(FNSIT)



YADALAM
GROUP OF COMPANIES

Sri Krishna Spinning & Weaving Mills Pvt Ltd

June 01, 2023

To Whom It May Concern

This is to certify that **Mr. Shashikumar. M** bearing **USN : 1KG21BA036** a student of IV Semester MBA from K S School of Engineering and Management, Bangalore he has successfully completed his project under the title " **A Study on Working Capital Management Using Ratio Analysis at Sri Krishna Spinning and Weaving Mills Pvt Ltd**". For the period of Six week starting from 17th April 2023 to 27th May 2023

Shashikumar. M displayed a professional character during his project and completed all assigned task, during his project program with us, he was found self motivated, hardworking, and inquisition

We wish him all the best for future endeavours.

For Sri Krishna Spinning and weaving Mills pvt ltd



JAYALAKSHMI.

Manager

Address: Corp Office ; Subramanyapura , City: Subramanyapura 560061 Bangalore Karnataka ;
Tel. 080 26396594, 26396597, 26396596

PROJECT WORK (20MBAPR407)
**“A STUDY ON CUSTOMER SATISFACTION AT MARUTI
SUZUKI SURAKSHAA CAR CARE PVT LTD”**

By
SHRI HARI M
(1KG21BA037)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Mr. SANGAN GOUDA
ASSISTANT PROFESSOR
Management of Studies
KSSEM

EXTERNAL GUIDE
Mr. JAYAKANT
HR Manager
Surakshaa Car Care Pvt ltd,
Bengaluru



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management and Research Center
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road,
Bengaluru-109
(MAY-2023)



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. SHRI HARI M** bearing USN **1KG21BA037**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Customer Satisfaction of Surakshaa Car Care Pvt Ltd" is prepared by him under the guidance of **Prof. Sangan Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Dr V lakshmi Suneetha
TOCE

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



Date: 30-08-2023

CERTIFICATE OF ACCOMPLISHMENT

TO WHOMSOEVER IT MAY CONCERN

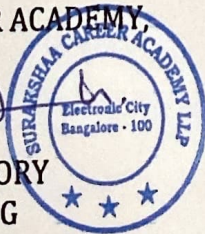
This is to certify that Mr. **SHRI HARI M** Bearing USN: **-1KG21BA037** studying in Final year MBA in **K. S SCHOOL OF ENGINEERING & MANAGEMENT**, Bengaluru. He has undergone Project work in, **SURAKSHAA CAREER ACADEMY & SURAKSHAA CAR CARE PVT LTD** Bengaluru, from **17-04-2023** to **27-05-2023**. During this period, he has learnt about the subject "**Sales & Marketing in a Dealership**" under the guidance of Mr. Jayakant. He has completed his study project on "A Study on Customer satisfaction at Maruti Suzuki Surakshaa Car Care Pvt Ltd"

During this period, he was actively involved in learning the above topics.
We wish him every success for his all-future academic endeavours and bright career.

For SURAKSHAA CAREER ACADEMY

(Handwritten Signature)

AUTHORIZED SIGNATORY
DIRECTOR-TRAINING



A PROJECT Report (20MBAPR407)

on

“A Study on employee benefits and employee welfare measures at micro plastic private limited”

Submitted by

**SHWETHA T R
(1KG21BA038)**

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Sreedhar N

Dept. of Management of Studies

KSSEM

EXTERNAL GUIDE

Mrs. Harishchandra

Assistant Manager-HR

Micro Plastic Pvt, Ltd



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109**

(August - 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management


Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi


ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. SHWETHA T R bearing USN 1KG21BA038, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Employee Benefit and Employee Welfare Measures at Micro Plastic Pvt Ltd" is prepared by her under the guidance of Prof. Sreedhar N, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

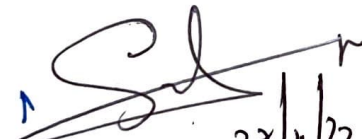

Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation



Micro Plastics Private Limited

"One Stop Solution"

GST Code :29AABCM9971E1Z3
PAN NO :AABCM9971E
Web :www.microplasticsindia.com



Head Office & Unit-III: Plot No. 318-G, 2nd Phase,
KIADB Harohalli Industrial Area, Kanakapura Taluk,
Ramanagara District, Karnataka - 562 112.
Ph : +91-80-22191600

Unit-II: Plot No. 264/B, 2nd Phase,
KIADB Harohalli Industrial Area,
Kanakapura Taluk, Ramanagara District,
Karnataka - 562 112, Ph : +91-80-29760776

Unit-I: Khata No. 170/1, Sy. No. 330/3, 324, 331,
333/1 & 334/1, Subharam Indl. Estate,
Rameswara Gate Post, Kasaba Hobli, Anekal Taluk Bangalore,
Karnataka - 562 106. Ph : +91-80-27827738

Unit-IV: Sys No. 778/2, 2nd Phase,
Harohalli Industrial Area, Kanakapura Taluk
Ramanagara District - 562 112, Karnataka, India



Date: 25.08.2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Shwetha T R (Reg No. 1KG21BA038) from K S School of Engineering and Management Bangalore-560109 has undergone internship cum Project as "A study on employee benefit and employee welfare measures" work at our organization from 17th April 2023 to 30th May 2023, and she has successfully completed her Internship.

We wish her all the best for future endeavors.

For MICRO PLASTICS PVT LTD



Raghavesh K
Senior Manager - HR

PROJECT REPORT (20MBAPR407)

ON

“A Study on Brand Awareness in Customers at TVS Motors Ltd”

By

SINDHU S

USN: 1KG21BA039

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance
of

INTERNAL GUIDE

Prof Sangan Gouda

Assistant Professor

Department of Management Studies

KSSEM, Bengaluru

EXTERNAL GUIDE

Mr. Ananda

General Manager

Anjanadri TVS Motors Ltd



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(AUGUST- 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. SINDHU S bearing USN 1KG21BA039, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "A Study on Brand Awareness in Customer of Anjanadri TVS Motors Ltd" is prepared by her under the guidance of Prof. Sangam Gouda, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Dr V Lakshmi Suneetha
TOCE

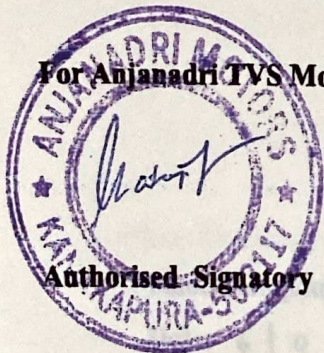
Signature of External Examiner
Name & affiliation

TO WHOMSOEVER IT MAY CONCERN

This is to certifying that **Ms. Sindhu S** bearing **USN : 1KG21BA039** a student of **MBA** studying at **K S School of Engineering and Management, Bangalore**. Under **Visvesvaraya Technological University, Belgaum**, has successfully completed her project title as '**A Study on Brand awareness in customer of Anjanadri TVS Motors Ltd**' (**Kanakapura**) from the period of **17-04-2023 to 27-05-2023** in our company under guidance of **MR. ANANDA**.

We found him extremely hard working . She was very much interested to learn the functions of our divisions and followed up the procedures correctly. Also followed our company rules and regulations during his project period.

For Anjanadri TVS Motors Ltd.,



Authorised Signatory

**Report on
PROJECT WORK (20MBAPR407)
“A STUDY ON EMPLOYEE RETENTION STRATEGIES AT
HONDA COMPANY”**

**By
SNEHA R
1KG21BA040**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of*

INTERNAL GUIDE
SREEDHAR N
ASSISTANT PROFESSOR
DEPT OF MBA

EXTERNAL GUIDE
MAHESH
MANAGER
HONDA COMPANY



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(MAY- 2023)**



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. SNEHA R** bearing USN **1KG21BA040**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **"A Study on Employee Retention Strategies at Honda Company"** is prepared by her under the guidance of **Prof. Sreedhar N**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



Sapphire Honda



DECLARATION

DATE : 30/08/2023

Project Completion Certificate

This is to certify that **MISS SNEHA R .Reg No.1KG21BA040** a student of MBA IV Semester of KS School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on Employee retention strategies at Honda company" for the period of six (6) weeks starting from 17th April 2023 till 28th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.


MAHESH D

MANAGER

(A UNIT OF HDA MOTORS PRIVATE LIMITED)

Regd.Office: # 7 & 8, South End Road, Sirur Park Junction, Sheshadripuram, Bangalore - 560 020.
Showroom: # 1320, 100 Feet Road, 1st Cross, Sarakki 2nd Phase Extn., J.P. Nagar, Bangalore - 560 078. Phone : 8880230011
Email: hdamotors@gmail.com / sales.hdamotors@gmail.com
CIN NO: U50401KA2005 PTCO38047

PROJECT REPORT (20MBAIN307)
“A STUDY ON RECRUITMENT AND SELECTION PROCESS AT
KALYANI POLYMERS PVT LTD”

BY
SOUNDARYA RANI J R
USN: 1KG21BA041

Submitted to
VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. RUPA CHATTERJEE DAS

Assistant Professor

K S School of Engineering and Management

EXTERNAL GUIDE

AMULYA

HR Manager

Kalyani Polymers Pvt Ltd



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centers

K.S.SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU-560109

(May- 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. **SOUNDARYA RANI J R** bearing USN **1KG21BA041**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A study on Recruitment and Selection Process at Kalyani Polymers Pvt Ltd**” is prepared by her under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 27/11/23

Dr. Shekar. H. S

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



Kalyani Polymers Pvt. Ltd.

AN ISO 9001 : 2015 COMPANY & EXPORT HOUSE



Survey No. 46/1, 11th KM, Off. Kanakapura Main Road, Doddakallasandra, Bangalore - 560 062, INDIA. Telefax : +91-80-2666 1287 / 4099 1198 / 2666 1303
E-mail : info@kalyanipolymers.com Website : www.kalyanipolymers.com, CIN-U24299KA1995PTC017918

Name: Soundarya Rani JR

Date: 27th May 2023

USN: 1KG21BA041

College: K. S. School of Engineering and Management

Sub: Project Work

This is to certify that **Soundarya Rani JR (1KG21BA041)**, has done her Project work on **Study on Recruitment and Selection process at Kalyani Polymers Pvt Ltd**, from **17th April 2023 to 27th May 2023**.

During her Project Work she has demonstrated her skills with interest and she was able to complete the project on time.

For Kalyani Polymers Pvt Ltd



Ms. Amulya

Human Resources Department

**A PROJECT REPORT ON
A STUDY ON WORKFORCE SHORTAGE IN KONARAK INDUSTRIA PVT LTD**

**Submitted by
SOWMYA.D (1KG21BA042)**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



**In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE
MRS. RUPA.CHATTERJEE.DAS
ASSISTANT PROFESSOR
Dept of Management of Studies
KSSEM- Bengaluru**

**EXTERNAL GUIDE
Mr. TULASIRAM.T
Assistant Manager- HR
KONARAK INDUSTRIA PVT LTD
Bengaluru**



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and research center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109**

(May - 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. SOWMYA D** bearing **USN 1KG21BA042**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Workforce Shortage in Konarak Industria Pvt Ltd**” is prepared by her under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Dr. Shekar H. S

Signature of Internal Examiner
Name & affiliation

Date: 27/11/23

Signature of External Examiner
Name & affiliation



KONARAK INDUSTRIA PVT. LTD.

No. 22, Industrial Lay-out, Banashankari 2nd Stage, BANGALORE - 560 070.

CIN No. : U31103KA2003PTC032697



Certificate Ref. No. 44100104028


Date: 10/08/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. SOWMYA D (1KG21BA042)** of K.S. SCHOOL OF ENGINEERING & MANAGEMENT has completed her project on **"A STUDY ON WORKFORE SHORTAGE IN KONARAK INDUSTRIA PVT LTD"** from 20th April 2023 to 27th May 2023. She has shown keen interest in her assignments.

We wish you all the success in your future endeavors.

For KONARAK INDUSTRIA PVT LTD


Tulasiram T
HR - Manager

PROJECT REPORT
(20MBAPR407)
“A STUDY ON INVENTORY MANAGEMENT PRACTICE
AT HONDA”
By
SUMANTH R
(1KG21BA043)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
PROF.ROOPA BALAVENU
ASSISTANT PROFESSOR
KSSEM COLLEGE

EXTERNAL GUIDE
Mr. MAHESH D
MANAGER
HONDA



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura road,
Bengaluru-109



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
 Bengaluru - 560 109, www.kssem.edu.in
 Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. SUMANTH R** bearing **USN 1KG21BA043**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.
 Project report on **“A Study on Inventory Management Practices at Honda”** is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Roopa Balavenu
 Signature of Internal Guide

[Signature]
 Signature of HOD
Professor & HOD-MBA,
 K.S School of Engineering & management,
 #15, Mallasandra, Off. Kanakapura Road,
 Bengaluru - 560 109.

[Signature]
 Signature of Principal
Dr. K. RAMA NARASIMHA
 Principal/Director
 K S School of Engineering and Management
 Bengaluru - 560 109

Date: 06/12/23

Viva-voce Examination
[Signature]
Dr. Shekar. H. S
 KSSEM

Signature of Internal Examiner
 Name & affiliation

[Signature]
 Signature of External Examiner
 Name & affiliation
CHANDAN
(PMS7)

DATE : 30/08/2023

Project Completion Certificate

This is to certify that **Mr.Sumanth R .Reg No.1KG21BA043** a student of MBA IV Semester of KS School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on inventory management practice at Honda" for the period of six (6) weeks starting from 17th April 2023 till 28th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.



MAHESH D

MANAGER

(A UNIT OF HDA MOTORS PRIVATE LIMITED)

Regd.Office: # 7 & 8, South End Road, Sirur Park Junction, Sheshadripuram, Bangalore - 560 020.
Showroom: # 1320, 100 Feet Road, 1st Cross, Sarakki 2nd Phase Extn., J.P. Nagar, Bangalore - 560 078. Phone : 8880230011
Email: hdamotors@gmail.com / sales.hdamotors@gmail.com
CIN NO: U50401KA2005 PTC038047

PROJECT (20MBAPR407)
**“A STUDY ON CONSUMER PERCEPTION AND CONSUMER
SATISFACTION (ROYAL ENFIELD)”**

By
Suraj R Nayar
USN:1KG21BA044

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Mr.Sangan Gouda
Assistant Professor
Dept of Management of Studies
KSSEM, Bangalore

EXTERNAL GUIDE

Devaraj.G
Slaes Manager
Asha motors
(Royal Enfield),Sagara



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)

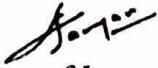
KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.ksem.edu.in

Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. SURAJ R NAYAR** bearing USN **1KG21BA044**, is a bonafide student of Master of Business Administration course of the Institute. 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Consumer Perception and Consumer Satisfaction with Special Reference to Asha Motors (Royal Enfield)**" is prepared by him under the guidance of **Prof. Sangam Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:



Dr V lakshmi Suneetha
TOCE



Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



ASHA MOTORS

#914, Khata No.271-20-20, Jog Road, CMC Ward
Sagar City, Shivamogga Dist-577401 Mob:797534306
Email:Royalashamotors@gmail.com

DATE:27/05/2023

TO WHOMSOEVER IT MAY CONCERN

Sub: CERTIFICATE OF PROJECT COMPLETION

This Is To Confirm That Mr SURAJ R NAYAR (USN NO:1KG21BA044) Of K S SCHOOL OF ENGINEERING AND MANAGEMENT Has Completed His Project On "A Study On Consumer perception and customer-satisfaction With Special Reference To Royal Enfield" On Asha Motors Pvt Ltd From 17th April 2023 To 27th May 2023.He has Interacted With The Customers To Understand The Interest Of Royal Enfield Bikers.

We Wish All The Success to Mr SURAJ R NAYAR in His Future Endeavours.

For- ASHA MOTORS Pvt Ltd

Raghavendra V
Manager HR & Admin



(RAGHAVENDRA V)

**Report on
A STUDY ON GRIEVANCE REDRESSAL PROCEDURE
PROJECT (20MBAPR407) at
“BAILLEY PVT LTD, MYSORE”**

**By
THANUJA K
USN:1KG21BA045**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE
RUPA CHATTERJEE DAS
ASSISTANT PROFESSOR
KSSEM**

**EXTERNAL GUIDE
SOWMYA
HR MANAGER
BAILLEY PVT LTD MYSORE**



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(APRIL-MAY - 2023)**

CERTIFICATE

This is to certify that **Ms.THANUJA.K (USN:1KG21BA045)** pursuing Masters of Business Administration in K S School of Engineering and Management, Bengaluru completed her project from 17-04-2023 to 27-05-2023 and done a project on "Study on Grievance Redressal Procedure at Bailey Pvt Ltd Mysuru". under the guidance of Sowmya.

Her project has been successfully completed to satisfaction under our guidance. During the training her character and conduct found satisfactory and we wish all the best in future endeavors.

Date: 05-06-2023

Place: Mysore



For Sai Sankalp Beverages





KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. **THANUJA K** bearing USN **1KG21BA045**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Grievence Redressal Procedure at Sai Sankalp Beverages, Bailley**” is prepared by her under the guidance of Prof. **Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD,
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 27/11/23

Dr. Shekar - H. S

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

PROJECT (20MBAPR407)
“A study on Effective Quality of work life balance At Ashirvad pipes”

By
Thanusha S
USN:1KG21BA046

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Rupa Chatterjee Das
Assistant Professor
Department of Management of studies
KSSEM, Bangalore

EXTERNAL GUIDE

Ramadas
HR MANAGER
Ashirvad pipes pvt ltd
Bangalore



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research and Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(September- 2023)

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

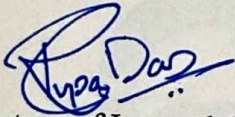
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

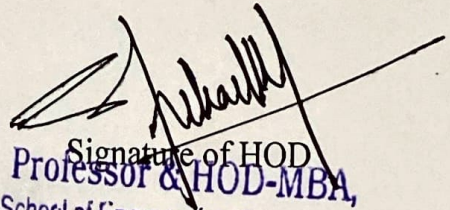
CERTIFICATE

This is to certify that Ms. **THANUSHA S** bearing USN **1KG21BA046**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

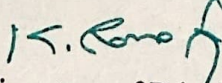
Project report on "A Study on Effective Quality of Work Life Balance at Ashirvad Pipes" is prepared by her under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

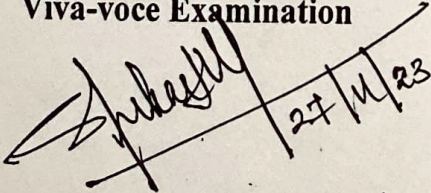


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 27/11/23



Dr. Shekar . H.S

Signature of Internal Examiner
Name & affiliation

N. T. S. 27.11.23
Signature of External Examiner
Name & affiliation



TO WHOM SO EVER IT MAY CONCERN

by **alixis**

This is certify that **Mrs.S.THANUSHA** Reg no.1KG21BA046, Final Year M.B.A , K S SCHOOL OF ENGINEERING AND MANAGEMENT has done her project work “ A study on effective quality of work life balance “ in our company from 18th April 2023 to 27th may 2023.

We wish her all success in future endeavor

For Ashirvad pipe private Ltd,



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M +91 9902 333 333 E info@ashirvad.com

www.ashirvad.com

CIN: U85110KA1997PTC021831

**A PROJECT Report (20MBAPR407)
ON
“A STUDY TO UNDERSTAND EMPLOYEE ENGAGEMENT AT
DELPOT PVT LTD”**

**By
VARSHITHA K
(1KG21BA047)**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of*

INTERNAL GUIDE

**Mrs. Rupa Chatterjee Das
Assistant Professor
Dept of Management Studies
KSSEM, Bengaluru**

EXTERNAL GUIDE

**Mrs. Seema Kumar S
HR Executive
Delopt-A division of JK paper Ltd
Bengaluru**



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(AUGUST 2023)**



KSSEM
K.S. School of Engineering and Management

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

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Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that Ms. VARSHITHA K bearing USN 1KG21BA047, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study to Understand Employee Engagement at Delopt Pvt Ltd" is prepared by her under the guidance of Prof. Rupa Chatterjee Das, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 27/11/23

27/11/23
Dr. Shekar H. S

Signature of Internal Examiner
Name & affiliation

N.T.S 27.11.23
Signature of External Examiner
Name & affiliation



Date: 27/05/2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Varshitha K (USN 1KG21BA047) a student of MBA from K S SCHOOL OF ENGINEERING AND MANAGEMENT Bangalore, has done her project work titled "A STUDY TO UNDERSTAND EMPLOYEE ENGAGEMENT AT DELOPT" at DELOPT- A DIVISION OF JK PAPER LTD in our HR department from 17/04/2023 to 27/05/2023 as per curriculum.

We have found her to be a self-starter who is motivated and hard-working.

She has worked sincerely on her assignments and her performance is at par excellence.

Sincerely,


Seema S Kumar



AGM – Human Resource



PROJECT WORK (20MBAPR407)
**“A STUDY ON RECRUITMENT & SELECTION PROCESS AT TATA
CONSULTANCY SERVICES LTD”**

By

VIJAY K

(1KG21BA048)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. RUPA.CHATTERJEE.DAS

Assistant professor

Dept of Management of Studies

KSSEM, Bangalore

EXTERNAL GUIDE

MS. LAKSHMI DAKSHANAMURTHY

Regional HR Manager

TCS, Banagalore



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management studies & Resreach Centre

K S School of Engineering and Management

#15, Near Vajarahalli, Mallasandra, off Kanakapura road, Bengaluru-109



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Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

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Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. VIJAY K** bearing USN **1KG21BA048**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Recruitment and Selection Process at TATA Consultancy Services Ltd.**” is prepared by him under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD,
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road.
Bengaluru - 560 109

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation



TATA CONSULTANCY SERVICES

Date: 19th May, 2023

TO WHOM IT MAY CONCERN

This is to certify that the project work titled "**A study on Recruitment and Selection process at TATA Consultancy Services Ltd.**" has been successfully completed by Mr. Vijay K, USN No. 1KG21BA048 student of final year MBA at K.S. School of Engineering and Management, Bangalore under my guidance and direction. This study report is an original work and not submitted to any University/ Institute.

We wish him every success in his life.



Lakshmi Dakshnamurthy
HR Business Partner - BTG Business
Tata Consultancy Services, Bangalore.

PROJECT REPORT (20MBAIN307)
**“A Study on Recruitment and Selection Process at TVS
Motors”**

BY
Yashaswini. k
USN; 1KG21BA049

Submitted to
VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. RUPA CHATTERJEE DAS

Assistant Professor

Department of Management Studies

K S School of Engineering and Management

EXTERNAL GUIDE

MRS.PREMA

Accountant

TVS Dhancharan automobile



Department of Management Studies
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU-560109

(May 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

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Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. YASHASWINI K** bearing USN **1KG21BA049**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Recruitment and Selection Process at TVS Motors**” is prepared by her under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

27.11.23

Signature of Internal Examiner
Name & affiliation

N. T. S 27.11.23

Signature of External Examiner
Name & affiliation

To,

Date-30.05.2023

Head of the Department,

KS Institute of engineering and Management,

Bangalore

Sub: Project work certification

This is to certify that **Mrs. Yashaswini.K USN No- 1KG21BA049** has done her project on HR (**A Study on Recruitment and Selection**) at our organization TVS-Dhancharan automobiles LLP, located at Kanakapura Rd, 169,Doddakallasandra opp. Total Gas Station, Bengaluru, from 17th April 2023 to 27th may 2023.

During her project work she has demonstrated her skills with self-motivated to learn new skills. Her performance exceeded our expectations and she was able to complete the project on time.

Will wish her all the best for her bright future.

Thanking you,

For Dhancharan automobiles LLP,



Authorized signatory

PROJECT REPORT (20MBAPR407)

**“A Study on Financial Performance Analysis in Pagariya Food Product Pvt
Ltd”**

By

YASHASWINI N

USN: 1KG21BA050

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
PROF.ROOPA BALAVENU
ASSISTANCE PROFESSOR
DEPT OF MANAGEMENT STUDY
KS SCHOOL OF ENGINEERING
AND MANAGEMENT

EXTERNAL GUIDE
MR.VINAY
SENIOR ACCOUNTANT
PAGARIYA FOOD PRODUCT
PVT LTD



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Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May-2023)

KAMMAVARI SANGHAM (R), 1952
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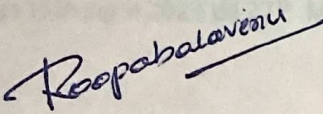
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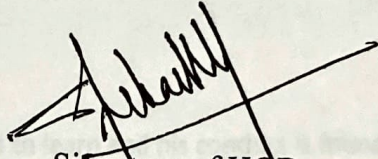
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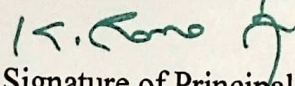
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CERTIFICATE

This is to certify that Ms. YASHASWINI N bearing USN 1KG21BA050, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Financial Performance Analysis at Pagariya Food Product Pvt Ltd" is prepared by her under the guidance of Prof. Roopa Balavenu, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

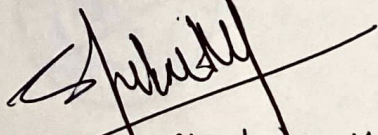

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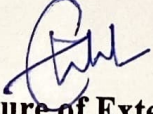

Signature of HOD
Professor & IICD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H. S
KSSEM
Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation
CHANDAN.L
(FNTT)



Dt : 30/08/2023

Project Completion Certificate

This is to certify that Ms.Yashaswini.N, Reg No.1KG21BA050 a student of MBA IV Semester of KS School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on Financial Performance Analysis in Pagariya Food Products Pvt Ltd for the period of six (6) weeks starting from 17th April 2023 till 27th May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.

Authorized Signature



PROJECT WORK (20MBAPR407)

**“AN ANALYTICAL STUDY OF FINANCIAL PERFORMANCE AT
OJUS POWER AND TECHNOLOGIES PRIVATE LIMITED.”**

By

DEEPAK. R V

1KG21BA051

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

**Mrs. ROOPA BALAVENU
ASSISTANT PROFESSOR
Dept. Of Management of Studies
KSSEM**

EXTERNAL GUIDE

**Mr. Ramesh
Accounts Manager**



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department Of Management Studies and Research
Center KS School of Engineering and Management**

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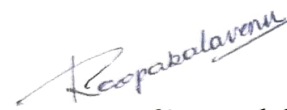
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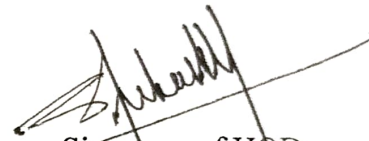


CERTIFICATE

This is to certify that **Mr. DEEPAK RV** bearing USN **1KG21BA051**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**An Analytical Study of Financial Performance at Ojus Power Technologies.**” is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23


Dr. Shekar. H.S
KSSEM

Signature of Internal Examiner
Name & affiliation


Signature of External Examiner
Name & affiliation

CHANDAN L
(ANST)

OJUS Power and Technologies Private Limited

24-05-2023

TO WHOMSOEVER IT MAY CONCERN

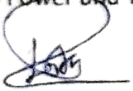
This is to Certify that Mr. Deepak R.v (USN - 1KG21BA051) a Student of KSSEM College Raghuvanahalli Bangalore, has Successfully Completed 1 (ONE) month from (24-04-2023) to (25-5-2023) Internship Programme at OJUS Power and Technologies Private Limited

During the period of His Internship programme with us he was Found Punctual, Hardworking and inquisitive.

We wish him Every Success in Life.

Form

OJUS Power and Technologies Private Limited



(Accounts Manager)



AUTHORIZED SIGNATORY

**REPORT ON
(20MBAPR407)
“DIGITAL MARKETING IN BLUE CRYSTAL 3D ENGRAVE PVT LTD”**

**Submitted By
MANOJ KUMAR R
USN: 1KG21BA052**

**Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of**

INTERNAL GUIDE

**PROF. SANGAN GOUDA
ASSISTANT PROFESSOR
KSSEM**

EXTERNAL GUIDE

**MS. PREETHI
SALES MANAGER
BLUE CRYSTAL 3D PVT LTD**



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(SEPTEMBER - 2023)**

KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in


Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. MANOJ KUMAR R** bearing USN **1KG21BA052**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Digital Marketing in Blue Crystal 3D Engrave Pvt Ltd**” is prepared by him under the guidance of **Prof. Sangam Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide

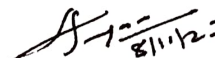

Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.




Signature of Principal
Dr. K. RAVI NARASIMHARAO
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Date:

Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation



BLUE CRYSTAL 3D ENGRAVE PVT. LTD.

No.39, Ground floor, Govardhan garden, J.C. Industrial area,
Near Nalanda School, Yelachenahalli, Kanakapura Main Road Bangalore - 560062

Mobile: +91 9448088511

Tel: 080-26860640/26861069

email: info@bluecrystals.in
GST: 29AACCN4901G1ZL

BLUE CRYSTAL 3D ENGRAVE PVT LTD

24-05-2023

TO WHOMSOEVER IT MAY CONCERN

This is to Certify that Mr. Manoj Kumar R (1KG21BA052) a Student of KSSEM College Raghuvanhalli Bangalore, has Successfully Completed 1 (ONE) month from (24-04-2023 to 24-05-2023) Internship Programme at BLUE CRYSTAL 3D ENGRAVE PVT LTD.

During the period of His Internship programme with us he was Found Punctual, Hardworking and inquisitive.

We wish him Every Success in Life.

For

BLUE CRYSTAL 3D ENGARVE PVT LTD.



(SALES MANAGER)

AUTHORIZED SIGNATORY

PROJECT WORK (20MBAPR407)
**“A STUDY ON INVENTORY MANAGEMENT SYSTEM AT BLUE
CRYSTAL 3D ENGRAVE PVT LTD”**

By
ROHITH.M
(1KG21BA053)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
PROF. ROOPA BALAVENU
ASSISTANT PROFESSOR
Department Of Management of Studies
KSSEM

EXTERNAL GUID
Mrs. PREETHI
SALES MANAGER
In blue crystal 3D
engrave Pvt ltd.



KSSEM
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department Of Management Studies And Research Center
K S School of Engineering and Management
#15, Near Vajarahalli, Mallasandra, off Kanakapura
road, Bengaluru-109



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE - 15279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,

Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Mr. ROHITH M** bearing USN **1KG21BA053**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "**A Study on Inventory Management System at Blue Crystal 3D Engrave Pvt Ltd.**" is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Keerapada

Signature of Internal Guide

[Signature]

Signature of HOD
Professor & HOD-MBA,

K.S. School of Engineering & Management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

[Signature]

Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management

Bengaluru - 560 109

Viva-voce Examination

Date: 6/12/2023

[Signature]

Dr. Shekar. H. S

KSSEM

Signature of Internal Examiner

Name & affiliation

[Signature]

Signature of External Examiner

Name & affiliation

(CHANDAN L)
RNSIT



BLUE CRYSTAL 3D ENGRAVE PVT. LTD.

No.39, Ground floor, Govardhan garden, J.C. Industrial area,
Near Nalanda School, Yelachenahalli, Kanakapura Main Road Bangalore - 560062

Mobile: +91 9448088511

Tel: 080-26860640/26861069

email: info@bluecrystals.in
GST: 29AACCN4901G1ZL

BLUE CRYSTAL 3D ENGRAVE PVT LTD

24-05-2023

TO WHOMSOEVER IT MAY CONCERN

This is to Certify that Mr.Rohith M (1KG21BA053) a Student of KSSEM College Raghuvanahalli Bangalore, has Successfully Completed 1 (ONE) month from (24-04-2023 to 24-05-2023) Internship Programme at BLUE CRYSTAL 3D ENGRAVE PVT LTD.

During the period of His Internship programme with us he was Found Punctual, Hardworking and inquisitive.

We wish him Every Success in Life.

For

BLUE CRYSTAL 3D ENGARVE PVT LTD.



(SALES MANAGER)

AUTHORIZED SIGNATORY

PROJECT REPORT (20MBAPR407)
ON
**“A Study on use of artificial intelligence in marketing at Power
Control Equipments”**

By
GURUPRASAD M
USN: 1KG21BA054

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance
of

INTERNAL GUIDE
Prof Sangan Gouda
Assistant Professor
Department of Management Studies
KSSEM, Bengaluru

EXTERNAL GUIDE
Mr. Ramesh C
Marketing Manager
Power Control Equipments



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(MAY- 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

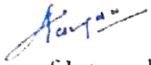
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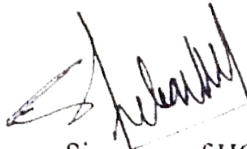
15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109. www.kssem.edu.in
Fax +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. GURUPRASAD M** bearing USN **IKG21BA054**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "**A Study on Use of Artificial Intelligence in Marketing at Power Control Equipments**" is prepared by him under the guidance of **Prof. Sangan Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

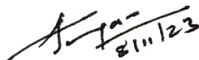

Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation



**POWER CONTROL
EQUIPMENTS**

an ISO 9001 Company

HEAD OFFICE No. 1702, Gowdanapalya,
Subramanyapura Main Road, Bengaluru - 56
T. At No. 25002288 / 2411, 43847109
E-mail: info@powercontrol.in
www.powercontrol.in

DATE: 31/08/2023

Project Completion Certificate

This is to certify that Mr. Guruprasad M Reg No. 1KG21BA054 a student of MBA IV Semester of K.S School of Engineering and Management, Bengaluru has completed his Project under the title "A Study on use of artificial intelligence in marketing for the period of six (6) weeks starting from 17 April 2023 till 28 May 2023.

During his association with us, he has demonstrated a keen interest to learn and his conduct is found to be satisfactory.

For Power Control Equipments



Authorized signatory

Report on

"Maximizing Reach: Evaluating the Impact of Google AdWords on Pastoral Services Marketing Strategies"

By

STUDENT NAME: M CHENMAYAADITYA

USN: 1KG21BA055

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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



MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Name: Prof. Sangan Gouda

Designation: Asst. Professor

Organisation: KSSEM

EXTERNAL GUIDE

Name: Mrs. Shruthi Reddy

Designation: Founder

Organisation: Antheysti



Department of Management Studies

K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU- 560109

(May - 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC


15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. M CHINMAYAADITYA** bearing USN **1KG21BA055**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **“Maximizing Reach: Evaluating the Impact of Google AdWords on Funeral Services Marketing Strategies”** is prepared by him under the guidance of **Prof. Sangan Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Dr. **Ukeshmi Suneetha**
TOCE
Signature of External Examiner
Name & affiliation

ANTHYESTI FUNERAL SERVICES PRIVATE LIMITED



Anthyesti
— THE LAST RITES —
Funeral services

Assisting you In Your Loved One's Last Journeys...

PROJECT COMPLETION CERTIFICATE

To Whomsoever It May Concern

This is to certify that Mr. M Chinmayaaditya, USN: 1KG21BA055, a fourth semester MBA student at K S School of Engineering and Management, Bengaluru, has successfully completed his project work titled “Maximizing Reach: Evaluating the Impact of Google AdWords on Funeral Services Marketing Strategies”, at our organization for a period of 6 weeks, starting from 17th May 2023 to 27th April 2023 in the domain of Marketing. Throughout the period he proved to be skillful in Digital Marketing and Marketing Research.

We wish him all the best in all his future endeavors.

**FOR ANTHYESI FUNERAL SERVICES
PRIVATE LIMITED**

ANTHYESTI FUNERAL SERVICES (P) LIMITED

Director

131 Nabapally, South Paraganas, Kolkata , West Bengal- 700042 || www.anthyesti.com ||CIN:
U74900WB2016PTC209676 || email : customercare@anthyesti.com || Office: +91-98833-18181

A
PROJECT REPORT
ON
IMPACT OF MATERIAL MANAGEMENT IN SRI NANJUNDESWARA PACKERS

Submitted by

NEELA S
(1KG21BA056)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
MS. RUPA C DAS
ASSISTANT PROFESSOR
Dept of Management of Studies
KSSEM

EXTERNAL GUIDE
PUSPAVATHI S
Manager
SRI NANJUNDESWAR PACKERS



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May - 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109, www.kssem.edu.in

Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

CERTIFICATE

This is to certify that **Ms. NEELA. S** bearing USN **1KG21BA056**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "**Impact of Material Management in Sri Nanjundeswara Packers**" is prepared by her under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD,
Professor & HOD-MBA

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

27.11.23
Signature of External Examiner
Name & affiliation



Mob: 90088 83602
99805 16944

Sri Nanjundeswara Packers

Manufactures of Corrugated Boxes, Rolls, Boards & Allied Products

3/6/2023

TO WHOMSOEVER IT MAY CONCERN

Sub: CERTIFICATE OF PROJECT COMPLETION

This is to Confirm That Ms. NEELA.S (USN NO: 1KG21BA056) Of K S SCHOOL OF ENGINEERING AND MANAGEMENT has Completed her Project On "IMPACT OF MATERIAL MANAGEMENT IN SRI NANJUNDESHWARA PACKERS " at SRI NANJUNDESHWARA PACKERS From 18th April 2023 to 28th May 2023. She has Interacted with Our employees and understand the material management in our Company

We Wish All The Success to Ms. NEELA.S in Her Future Endeavor's

FROM SRI NANJUNDESHWARA PACKERS

PROPRIETOR

HR signnature

PROJECT REPORT (20MBAPR407)
**"A STUDY ON CUSTOMER BUYING BEHAVIOUR AT TVS-
DHANCHARAN AUTOMOBILE LLP"**

BY
RAKSHITH KUMAR.S
USN: 1KG21BA057

Submitted to
VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF. SANGAN GOUDA

Professor

Department of Management Studies

K.S School of Engineering and Management

EXTERNAL GUIDE

PREMA

Accountant

TVS-Dhancharan

Automobile LLP



Department of Management Studies

K.S.SCHOOL OF ENGINEERING AND MANAGEMENT

BENGALURU-560109

(May 2023)



KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

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Bengaluru - 560 109, www.kssem.edu.in

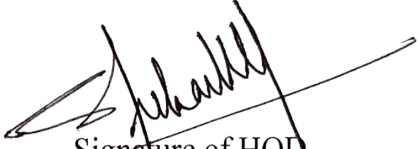
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. RAKSHITH KUMAR S** bearing USN **1KG21BA057**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on “**A Study on Consumer Buying Behaviour at TVS - Dhancharan Automobile LLP**” is prepared by him under the guidance of **Prof. Sangam Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide


Signature of HOD
Professor & HOD-MBA,
K.S. School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.



Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation

To,

Date: 30/05/2023

Head of the Department,

KS Institute of engineering and Management,

Bangalore

Sub: Project work certification

This is to certify that **Mr. Rakshith Kumar S USN No- 1KG21BA057** has done his project on **Marketing (A Study on Consumer buying behavior)** at our organization TVS-Dhancharan automobiles LLP, located at Kanakapura Rd, 169,Doddakallasandra opp. Total Gas Station, Bengaluru, from 17th April 2023 to 27th may 2023.

During his project work he has demonstrated his skills with self-motivated to learn new skills. His performance exceeded our expectations and he was able to complete the project on time.

Will wish him all the best for his bright future.

Thanking you,

For Dhancharan automobiles LLP,



Authorized signatory

PROJECT WORK (20MBAPR407)
“A STUDY ON PRODUCT DEVELOPMENT AND MANAGEMENT”

By
SHREYAS S JOIS
(1KG21BA058)

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
Mr. SANGAN GOUDA
Assistant Professor
Dept of MBA,
KSSEM

EXTERNAL GUIDE
Mr. MANOJ J
Manager-Finance and
Administration
Magtel Power Systems Pvt Ltd



KSSEM
K S SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies
K S School of Engineering and Management
Bangalore-560109

(MAY 2023)



KAMMAVARI SANGHAM (R), 1952
K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

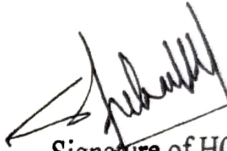
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Bengaluru - 560 109, www.kssem.edu.in
Fax : +91 80 28425164, Mob : 8884444408 / 9606055906


CERTIFICATE

This is to certify that **Mr. SHREYAS S JOIS** bearing USN **1KG21BA058**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "**A Study on Product Development in Magtel Power Systems**" is prepared by him under the guidance of **Prof. Sangan Gouda**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide



Signature of HOD
Professor & HOD-MBA,
K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.


Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director
K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:


Signature of Internal Examiner
Name & affiliation


Dr V Lakshmi Suneetha
TOCE
Signature of External Examiner
Name & affiliation



TO WHOME SO EVER IT MAY CONCERN

This is to certify that **Mr. SHREYAS S JOIS** studying in MBA at K.S school of engineering and management (REG No 1KG21BA058) to carry out the project work on Product Development and Management at MAGTEL POWER SYSTEM PVT. LTD., No 36, 2'A' Road, 2nd Phase, 2nd Sector, Bidadi Industrial Area, Ramanagara –Dist. Pin code-562109., under the guidance of **Mr. MANOJ. J** (Manager-Finance and Administration) from 20-04-2023 to 30-05-2023.

We are pleased to inform you that, **Mr. SHREYAS S JOIS** has completed successfully the said project. During his project period, his character and conduct were at satisfactory.

We wish him good luck and success endeavor.

THANKING YOU,

For **MAGTEL POWER SYSTEM PVT LTD,**

Mr. MANOJ. J
Manager-Finance and Administration

Magtel Power Systems Pvt. Ltd.

No. 36, 2nd A Cross, 2nd Phase, 2nd Sector, Bidadi Industrial Area, Bidadi,
Ramanagaram Dist. - 562 109, Karnataka, INDIA. Mob.: 09686202037

E-mail : admin@magtelpower.com, operations@magtelpower.com, Website : www.magtelpower.com



PROJECT WORK (20MBAPR407)
“ADVANCEMENT IN PAYROLL AND LABOR MANAGEMENT”
@ VINARDAX INDUSTRIES

By
SREENATH K P
USN - 1KG21BA059

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

MR. Prof. Rupa Chatterjee Das
Asst. Professor
DEPT OF MBA
KSSEM, BANGALORE

EXTERNAL GUIDE

Mrs. Manjula K
Accountant
VINARDAX
INDUSTRIES



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Center
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(MAY- 2023)



KSSEM

KAMMAVARI SANGHAM (R), 1952

K.S. School of Engineering and Management

Approved by AICTE - 15279601. Affiliated to VTU, Belagavi.

ACCREDITED BY NAAC

15, Near Vajarahalli, Mallasandra, off Kanakapura Road,
Bengaluru - 560 109. www.kssem.edu.in

Fax: +91 80 28425164. Mob: 8884444408, 9606055906

CERTIFICATE

This is to certify that **Mr. SREENATH K P** bearing **USN 1KG21BA059**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on "**Advancement in Payroll and Labor Management at Vinardax Industries**" is prepared by him under the guidance of **Prof. Rupa Chatterjee Das**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109.

Signature of Principal
Dr. K. RAMA NARASIMHA
Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date:

Signature of Internal Examiner
Name & affiliation

N. T. S 27.11.23

Signature of External Examiner
Name & affiliation



VINARDAX INDUSTRIES

No. 84, Doddakalasandra, Kanakapura Road, BANGALORE - 560 062

Date: 30.05.2023

Ref: VNR/

Date:

, Head of the Department,

Institute of Engineering and Management,

Bangalore.

Subject: Project work certification.

It is to certify that Mr. SREENATH K P USN No - 1KG21BA059 has done his project on Human Resource **ADVANCEMENT IN PAYROLL AND LABOR MANAGEMENT**) at our organization VINARDAX INDUSTRIES located at Doddakalsandra Kanakapura Road, Bengaluru-560062, From 17th April 2023 to 27th May 2023.

During his project work, he has demonstrated his skills with self-motivation to learn new skills. His performance exceeded our expectations and he could complete the project on time.

We wish him all the best for his bright future.

Thanking you,

For Vinardax Industries,

VINARDAX INDUSTRIES

K. Manjula
 Authorizes Signatory

PROJECT REPORT (20MBAPR407)
**“A STUDY ON ASSET AND LIABILITY MANAGEMENT AT
CONTINENTAL AUTOMOTIVE COMPONENTS”**

By
YASHAVANTHA V M
1KG21BA060

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE
Prof. Roopa Balavenu
ASST. PROFESSOR
Dept of Management Studies
KSSEM

EXTERNALGUIDE
Mr. Anand Manvi
Controlling
Continental Automotive Components



KSSEM
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

Department of Management Studies and Research Centre
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT
BENGALURU- 560109
(May- 2023)



KAMMAVARI SANGHAM (R), 1952 K.S. School of Engineering and Management

Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi

ACCREDITED BY NAAC

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Bengaluru - 560 109 www.kssem.edu.in

Fax +91 80 28425164 Mob 8884444408 9606055906

CERTIFICATE

This is to certify that **Mr. YASHAVANTHA V M** bearing USN **1KG21BA060**, is a bonafide student of Master of Business Administration course of the Institute, 2021-2023 batch, affiliated to Visvesvaraya Technological University, Belagavi.

Project report on **“A Study on Asset and Liability Management at Continental Automotive Components”** is prepared by him under the guidance of **Prof. Roopa Balavenu**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Roopa

Signature of Internal Guide

[Signature]

Signature of HOD
Professor & HOD-MBA,

K.S School of Engineering & management,
#15, Mallasandra, Off. Kanakapura Road,
Bengaluru - 560 109

K. Rama

Signature of Principal
Dr. K. RAMA NARASIMHA

Principal/Director

K S School of Engineering and Management
Bengaluru - 560 109

Viva-voce Examination

Date: 06/12/23

[Signature]

Dr. Shekar. H. S

KSSEM

Signature of Internal Examiner
Name & affiliation

[Signature]

Signature of External Examiner
Name & affiliation

(CHANDAN.L)
RVST



Saritha Kishor Shetty
Human Relations
Phone - 08066115781
saritha.shetty@continental-corporation.com

Date
26-May-2023

Our Reference
HR/2023

CERTIFICATE

This is to certify that **Mr. Yashavantha V M.** Registered No: **1KG21BA060** MBA student of Visvesvaraya Technological University, Belagavi, has completed his internship on "**Asset and Liabilities Management**" at our organization from 17-April-2023 to 26-May-2023 under the supervision of Mr. Anand Marvi.

During the internship period, his conduct was good.

We wish him success in his future endeavors.

Sincerely,

For, **Continental Automotive Components (India) Pvt. Ltd.**



Saritha Kishor Shetty
HR - Business Partner
Bangalore-560099