

**PROJECT REPORT ON**  
**“An Study on Inventory Management System at Weir Minerals Pvt Ltd”**

**By**

**AKSHAY R**

**1KG20BA002**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**MASTER OF BUSINESS ADMINISTRATION**

**(20MBAPR407)**

*Under the guidance of*

**INTERNAL GUIDE**

**ROOPA BALAVENU**

Assistant Prof. of K S School

of Engineering and Management

**EXTERNAL GUIDE**

**Mr. Lohith H V**

HR Manager

Weir Minerals Pvt Ltd. Peenya 2<sup>nd</sup> Stage



**Department of Management Studies**

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**BENGALURU- 560109**

**JULY 2022**



**Minerals**

**Weir Minerals (India) Pvt. Ltd.**  
Survey No. 28/2, Nagarur Village  
Huskur Road, Dasanapura Hobli  
Bengaluru - 562 123  
Karnataka, India

**T** : +91 80 4137 2777

**F** : +91 80 4117 9230

[www.global.weir](http://www.global.weir)

May 07, 2022

**TO WHOM SO EVER IT MAY CONCERN**

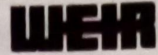
This is to certify that **Mr.Akshay R** USN No: 1KG20BA002 a student of K S School of Engineering and Management, Bangalore has completed his Internship with us in Finance Department. He had undergone internship with us from 26<sup>th</sup> March to 07<sup>th</sup> May 2022.

During Internship we found him punctual, sincere & hardworking in his work.

We wish him all success in his future professional endeavors.

For Weir Minerals (India) Pvt. Ltd.,

**Sheela N N**  
**Assistant Manager-Human Resource**



**Minerals**

**Weir Minerals (India) Pvt. Ltd.**  
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**For Weir Minerals (India) Pvt. Ltd.,**

**Sheela N N**  
**Assistant Manager-Human Resource**

**PROJECT REPORT (20MBAPR407)**

On

**“A Study on Effectiveness of Radio as an Advertising Medium” At Radio  
city 91.1 FM Bengaluru**

By

**ALLU BINDU MADHAVI  
USN: 1KG20BA003**

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. Arundhati KL  
Assistant Professor**

**KS School of Engineering and Management**

**EXTERNAL GUIDE**

**Mr. Raghavendra  
Marketing Manager**

**Radio City 91.1 FM**



**KSSEM**  
K. S. School of Engineering and Management

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

**July- 2022**

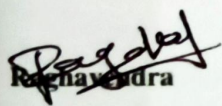
**TO WHOM SO EVER IT MAY CONCERN**

17/06/2022

**Project certificate**

This is to certify that Ms. Allu Bindu Madhavi, from K.S School of Engineering and Management Bangalore, has successfully completed her project titled "A Study on Effectiveness of Radio as an Advertising Medium" in the marketing department with our organization for 6 weeks starting from 1 Apr 2022 to 16 May 2022.

We wish her all the success in future endeavours.

  
Rajendra

Marketing manager

Radio city



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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Ms. ALLU BINDU MADHAVI** bearing USN **1KG20BA003**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Effectiveness of Radio as an Advertising Medium at Radiocity 91.1FM, Bengaluru"** is prepared by her under the guidance of **Arundathi K L, Assistant Professor**, 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: 28/10/2022

Signature of Internal Examiner  
Name & Affiliation

Arundathi K.L.  
KSSEM.

Signature of External Examiner  
Name & Affiliation

Dr. M. Senthil Kumar  
AP, AIT, -MBA

**PROJECT REPORT ON**  
**“An Study on Inventory Management System at Weir Minerals Pvt Ltd”**

**By**

**AKSHAY R**

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**Submitted to**

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*Under the guidance of*

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**ROOPA BALAVENU**

Assistant Prof. of K S School

of Engineering and Management

**EXTERNAL GUIDE**

**Mr. Lohith H V**

HR Manager

Weir Minerals Pvt Ltd. Peenya 2<sup>nd</sup> Stage



**Department of Management Studies**

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**BENGALURU- 560109**

**JULY 2022**



**Minerals**

**Weir Minerals (India) Pvt. Ltd.**  
Survey No. 28/2, Nagarur Village  
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May 07, 2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Mr.Akshay R** USN No: 1KG20BA002 a student of K S School of Engineering and Management, Bangalore has completed his Internship with us in Finance Department. He had undergone internship with us from 26<sup>th</sup> March to 07<sup>th</sup> May 2022.

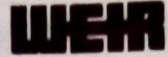
During Internship we found him punctual, sincere & hardworking in his work.

We wish him all success in his future professional endeavors.

**For Weir Minerals (India) Pvt. Ltd.,**

**Sheela N N**  
**Assistant Manager-Human Resource**





**Minerals**

**Weir Minerals (India) Pvt. Ltd.**  
Survey No. 28/2, Nagarur Village  
Huskur Road, Dasanapura Hobli  
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May 07, 2022

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We wish him all success in his future professional endeavors.

**For Weir Minerals (India) Pvt. Ltd.,**

**Sheela N N**  
**Assistant Manager-Human Resource**

**PROJECT REPORT (20MBAPR407)**

On

**“A Study on Effectiveness of Radio as an Advertising Medium” At Radio  
city 91.1 FM Bengaluru**

By

**ALLU BINDU MADHAVI  
USN: 1KG20BA003**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

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*Under the guidance of*

**INTERNAL GUIDE**

**Prof. Arundhati KL  
Assistant Professor**

**KS School of Engineering and Management**

**EXTERNAL GUIDE**

**Mr. Raghavendra  
Marketing Manager**

**Radio City 91.1 FM**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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

**July- 2022**

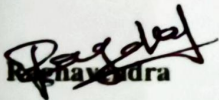
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17/06/2022

**Project certificate**

This is to certify that Ms. Allu Bindu Madhavi, from K.S School of Engineering and Management Bangalore, has successfully completed her project titled "A Study on Effectiveness of Radio as an Advertising Medium" in the marketing department with our organization for 6 weeks starting from 1 Apr 2022 to 16 May 2022.

We wish her all the success in future endeavours.

  
Rajaveendra

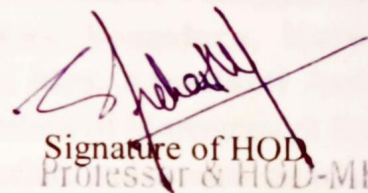
**Marketing manager**

**Radio city**

This is to certify that **Ms. ALLU BINDU MADHAVI** bearing USN **1KG20BA003**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Effectiveness of Radio as an Advertising Medium at Radiocity 91.1FM, Bengaluru"** is prepared by her under the guidance of **Arundathi K L, Assistant Professor**, 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.



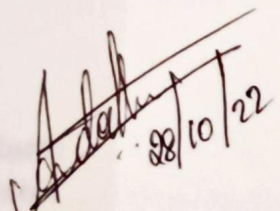
Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109


Viva-voce Examination

Date: 28/10/2022



Signature of Internal Examiner  
Name & Affiliation

Arundathi K L.  
KSSEM.



Signature of External Examiner  
Name & Affiliation

Dr. M. Senthil Kumar  
AP, AIT, - MBA

**PROJECT REPORT (20MBAPR407)**  
on  
**“A Comparative Study on Indirect Tax of India with Other Developed  
Countries at MGM Association, Bengaluru”**

By  
**ANUSHA S**  
**1KG20BA004**

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**  
**K S School of Engineering and Management**

**EXTERNAL GUIDE**

**Mamatha N**  
**Finance Manager**  
**MGM Association**



**KSSEM**  
A SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY 2022**

**Manjunatha MG**

**Mob : 9611358769**



# **MGM ASSOCIATES**

## **Group Auditors & Tax Consultants**

---

**01, 2nd floor, 1st Cross, 8th E main, Geurva Nagar,  
JP Nagar 7th phase, Near BESCOM Office, Bangalore 560078.  
Ph : 080 - 4370 1107 Email : mgmassociates2018@gmail.com**

### **TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. ANUSHA S (USN: 1KG20BA004)** from **K S School of Engineering and Management, Bangalore, Karnataka** has successfully completed an Internship project title "**A COMPARATIVE STUDY ON INDIRECT TAX IN INDIA WITH OTHER DEVELOPED COUNTRIES**" with "**MGM ASSOCIATES**" in partial fulfillment of the requirement for the MBA from Visvesvaraya Technological university(VTU) for a period of Six(6) weeks from 28<sup>th</sup> March 2022 to 6<sup>th</sup> May 2022.

During the above period performance of **Ms. ANUSHA S (USN: 1KG20BA004)** has been very good and satisfactory.

Date: 06/05/2022

Place: Bangalore

For MGM Associates  
*Manjunatha MG*  
Manjunatha MG





**KSSEM**

Department of Management Studies

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

## DECLARATION

I, **Anusha S.** hereby declare that the Project report entitled "**A COMPARATIVE STUDY ON INDIRECT TAX OF INDIA WITH OTHER DEVELOPED COUNTRIES**", **Bengaluru**" with reference to "**MGM ASSOCIATES, Bengaluru**" prepared by me under the guidance of **Roopa Balavenu, Assistant professor**, Department of Management Studies, K. S. School of Engineering and Management, Bengaluru and external assistance by **Mamatha N, Finance Manager, MGM Associates, Bengaluru**. I also declare that this Project work is towards the partial fulfilment of the University Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a Project Work for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: **Bangalore**

Date: **19/07/2022**

Signature of the Student

*Anusha.S*

**PROJECT REPORT (20MBAPR407)**  
on  
**"A STUDY ON CUSTOMER SATISFACTION AT RAPSRI PVT LTD,  
HORAHALI"**

By  
**ARPITHA R**  
**1KG20BA005**

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,  
MANAGEMENT STUDIES  
KSSEM

**EXTERNAL GUIDE**

PRAVEEN J B  
HR AND PRODUCT DEVELOPERS  
RAPSRI PVT LTD



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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

**July-2022**




## CERTIFICATE

This is to certify that Miss Arpitha R (USN 1KG20BA005) has completed her project with Rapsri product co, ltd, Bannikuppe, Harohalli for a period of 6 weeks from 5<sup>th</sup> April 2022 to 17<sup>th</sup> May 2022. She has working on the project "Study of customer satisfaction on Rapsri product co, ltd" under guidance of Mr. Praveen JB.

We have found her conduct to be good during her project phase and her respective project has been completed.

We wish her all the best for her future endeavors.

  
Regards





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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Ms. ARPITHA R** bearing USN **1KG20BA005**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Customer Satisfaction at Rapsri Pvt Ltd, Harohalli"** is prepared by her under the guidance of **Arundathi K L**, Assistant Professor, 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,  
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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: 28/10/2022

  
28/10/22

Signature of Internal Examiner  
Name & Affiliation

Arundathi K.L.  
KSSEM.

Signature of External Examiner  
Name & Affiliation

Dr. M. Senthil Kumar  
AP, AIT - MBA,

**PROJECT REPORT**  
**20MBAPR407**  
on  
**“A Study of Customer Relationship Management at Arvind Limited”**

By  
**BHASKAR Y**  
**1KG20BA006**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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*Under the guidance of*

**INTERNAL GUIDE**  
**PROF.ARUNDATHI KL**  
**ASSISTANT PROFESSOR**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**EXTERNAL GUIDE**  
**MRS PRATIBHAARYA**  
**EXECUTIVE**  
**ARVIND LIMITED**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY - 2022**

Date: 9<sup>th</sup> May 2022


TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Bhaskar Y, from K.S School of Engineering and Management Bangalore has successfully completed his Project titled "A study on Customer Relationship Management" in merchandising and marketing department with our organization for 6 weeks starting from 29<sup>th</sup> March 2022 to 9<sup>th</sup> May 2022.

His conduct and commitment during the project was found to be GOOD.

We wish him all the best in his future endeavours.

For Arvind Limited

  
Suma A C  
Senior Manager – Human Resource



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

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


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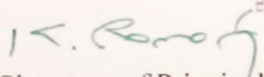
**CERTIFICATE**

This is to certify that **Mr. BHASKAR Y** bearing USN **1KG20BA006**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Customer Relationship Management at Arvind Limited, Bengaluru"** is prepared by him under the guidance of **Arundathi K L, Assistant Professor**, 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,  
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Bengaluru - 560 109

  
Signature of Principal

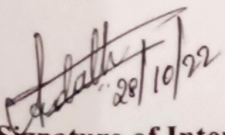
Dr. K. RAMA NARASIMHA

Principal/Director

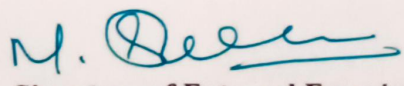
K S School of Engineering and Management  
Bengaluru - 560 109

**Viva-voce Examination**

Date: 28/10/2022

  
Signature of Internal Examiner  
Name & Affiliation

Arundathi K.L.  
KSSEM

  
Signature of External Examiner  
Name & Affiliation

Dr. M. Senthil Kumar  
AP, AIT - MBA.

**PROJECT REPORT (20MBAPR407)  
ON  
A STUDY ON “EMPLOYEE WELFARE MEASURES” CONCERNING  
SIMATECH CNC SERVICES**

By  
**CHAITHANYA.N**

**1KG20BA007**

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**

**Dr. Shekhar. H S**  
Professor & Head of Department  
Department of Management Studies, KSSEM

**EXTERNAL GUIDE**

**Mrs. A. Sivdas**  
Manager-Admin  
SIMATECH CNC SERVICES



**Department of Management Studies**  
**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT # 15, Mallasandra, Off**  
**Kanakapura Road, Bangalore-560109 (2022)**



06 May 2022  
Bangalore

## INTERNSHIP CERTIFICATE

**Subject:** Internship and Project completion Letter on the topic of "  
Employee Welfare measures "

This is to certify that Ms.Chaithanya. N USN No:1KG20BA007 studying Master of Business Administration KS School of Engineering and Management under Visvesvaraya Technological University, Belgaum has successfully completed the internship project in Simatech CNC Services, Bangalore from 26-Mar-22 to 07-May-22.

For Simatech CNC Services



Authorised Signatory

A.Sivadas

Manager - Admin



06 May 2022  
Bangalore

## INTERNSHIP CERTIFICATE

**Subject:** Internship and Project completion Letter on the topic of "  
Employee Welfare measures "

This is to certify that Ms.Chaitanya. N USN No:1KG20BA007 studying Master  
of Business Administration KS School of Engineering and Management under  
Visvesvaraya Technological University, Belgaum has successfully completed the  
internship project in Simatech CNC Services, Bangalore from 26-Mar-22 to  
07-May-22.

For Simatech CNC Services



Authorised Signatory

A.Sivadas

Manager - Admin





**PROJECT REPORT (20MBAPR407)**

on

**“A Study on Home Loan Process and their Customer Satisfaction at Cholamandalam Investment and Finance Company Ltd, Bengaluru”**

By  
**CHAITHRA A C**  
**1KG20BA008**

Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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*Under the guidance of*

**INTERNAL GUIDE**

**Prof. Roopa Balavenu**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**

**Mr. Shivaraj**  
**Sales Manager**  
**Cholamandalam Investment**  
**And Finance Company LTD**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY 2022**



**Cholamandalam Investment  
And Finance Company Ltd.**  
Municipal No.45, (Old Nos. 45&  
45/1 Second Floor, Lal Bagh Main Rd,  
Lalbagh, Bengaluru, Karnataka 560027

Date: 7<sup>th</sup> May 20222

**Project Certificate**

This is to certify that **CHAITHRA AC** being registration number "1KG20BA008" from "KS School of engineering and management has carried out her project work from 28-03-2022 to 07-05-2022 in our organization under the guidance of Mr. shivaraj sales manager, submitted report on "A Study on home loan process and their customer satisfaction at cholamandalam investment and finance company" Indian Bangalore.

During the period of the said programmed, she was exposed to different areas and was found diligent, hardworking.

We wish her all success in future endeavors

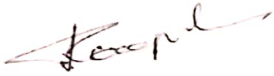


Shivaraj  
Sales manager  
Cholamandalam investment and finance company

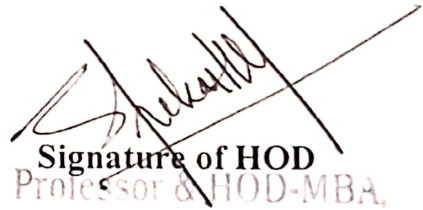


**CERTIFICATE**

This is to certify that Ms. Chaitra A C bearing USN:1KG20BA008 is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “A Study on Home Loan Process and their Customer Satisfaction at Cholamandalam Investment and Finance Company Ltd., Bengaluru” is prepared by her under the guidance of Prof. Roopa Balavenu, Asst. Prof., 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

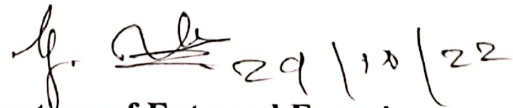
Principal/Director

K.S. School of Engineering and Management

Bengaluru - 560 109

Viva-voce Examination

Date: 29/10/22


Signature of Internal Examiner  
Name & affiliationDr. Shekar. H. S  
K. S. School of Engineering  
& Management

Signature of External Examiner  
Name & affiliation

AIT, Bengaluru.

**PROJECT REPORT**  
**20MBAPR407**  
on  
**“A Study on Merchandising at Arvind Ltd”**

By  
**CHAKARVARTHI N**  
**1KG20BA009**

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 KI**  
**Assistant Professor**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**EXTERNAL GUIDE**

**Mohan ram R**  
**Senior Executive**  
**Arvind ltd**



**KSSEM**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY - 2022**



Date: 9<sup>th</sup> May 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Chakarvarthi N, from K.S School of Engineering and Management Bangalore has successfully completed his Project titled "A study on Merchandising" in merchandising and marketing department with our organization for 6 weeks starting from 29<sup>th</sup> March 2022 to 9<sup>th</sup> May 2022.

His conduct and commitment during the project was found to be GOOD.

We wish him all the best in his future endeavours.

For Arvind Limited



Suma A C

Senior Manager – Human Resource






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

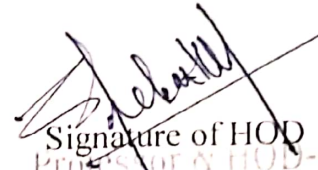
Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi  
# 15, Near Vajarahalli, Mallasandra, off Kanakapura Road,  
Bengaluru - 560 109, www.kssem.edu.in

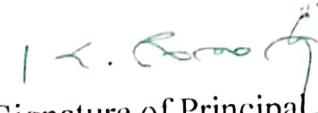
Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408 / 9606055906

## CERTIFICATE

This is to certify that **Mr. CHAKARVARTHI N** bearing USN **1KG20BA009**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Merchandising at Arvind Ltd, Bengaluru"** is prepared by him under the guidance of **Arundathi K L, Assistant Professor**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

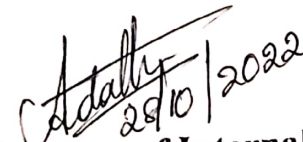
  
Signature of Internal Guide

  
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: 28/10/2022

  
Signature of Internal Examiner  
Name & Affiliation

Arundathi K L  
KSSEM

  
Signature of External Examiner  
Name & Affiliation

Dr. M. Senthil Kumar  
AP, AIT, MBA.



**PROJECT REPORT (20MBAPR407)**  
on  
**“A STUDY ON LOANS AND ADVANCES AT STATE BANK  
OF INDIA”**

By  
**CHANDANA T. Y**  
**1KG20BA010**

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, BANGLORE**

**EXTERNAL GUIDE**  
**MIS. UMA**  
**MANAGER**  
**SBI BANK, KANAKAPURA**



**KSSEM**  
A School of Engineering and Management

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY- 2022**



MHS ROAD KANAKAPURABRANCH  
MHS ROAD  
KANAKAPURA  
DT RAMNAGARA  
PIN 562117

Date:08/06/2022

**PROJECT CERTIFICATE**

*This is to certify that **Mis. CHANDANA T Y, USN No 1KG20BA010.** K.S School of Engineering and Management, Banglore-560109, has undergone an internship with us from 26/03/2022 to 07/05/2022.*

*Meanwhile he worked on project **"A STUDY ON LOANA AND ADVANCES AT STATE BANK OF INDIA"** with special reference to state bank of India.*

*We found she a self motivated, punctual and hardworking. Her performance was efficient.*

*We wish her Best of luck for her future career.*

For STATE BANK OF INDIA

CHIEF MANAGER  
MHS Road, Kanakapura-562117

**Chief Manager**







# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Ms. Chandana T Y** bearing **USN:1KG20BA010** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Loans & Advances at State Bank of India, Kanakapura**” is prepared by her under the guidance of **Prof. Roopa Balavenu, Asst. Prof.**, 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: 29/10/22

Signature of Internal Examiner  
Name & affiliation

Dr. Shekar. H. S  
KSSEM, Bangalore

Signature of External Examiner  
Name & affiliation



**PROJECT REPORT (20MBAPR407)**  
on  
**“A Study on Impact of Working Capital Management on Profitability at  
Purewell India Exturoto Pvt Ltd, Bengaluru”**

By  
**CHETAN RAM S**  
**1KG20BA011**

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**  
**K S School of Engineering**  
**And Management**

**EXTERNAL GUIDE**

**Prakash**  
**Finance Manager**  
**Purewell India Exturoto**  
**Pvt. Ltd.**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY 2022**



**Plot No. 2J-2K 3rd Phase, KIADB Obedenahalli, Doddaballapura Main Rd,  
Industrial Area, Bengaluru, Karnataka 562163**

This is to certify that **Mr. CHETAN RAM S (USN: 1KG20BA011)** from **K S School of Engineering and Management, Bangalore, Karnataka** has successfully completed an Internship project title **"A STUDY ON IMPACT OF WORKING CAPITAL MANAGEMENT ON PROFITABILITY AT PUREWELL INDIA EXTUROTO PVT LTD"** with **"Purewell India Exturoto Pvt Ltd"** in partial fulfillment of the requirement for the MBA from Visvesvaraya Technological university(VTU) for a period of Six(6) weeks from 28th March 2022 to 6TH May 2022.

During the above period performance of **Mr. CHETAN RAM S (USN: 1KG20BA011)** has been very good and satisfactory

Date: 06/05/2022

Place: Bangalore

**Apoorva D**

HR Operations.

Purewell India Exturoto Pvt.Ltd





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.kssem.edu.in

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

**CERTIFICATE**

This is to certify that **Mr. Chetan Ram S** bearing **USN:1KG20BA011** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Impact of Working Capital Management on Profitability at Purewell India Exturoto Pvt. Ltd.**” is prepared by him under the guidance of **Prof. Roopa Balavenu, Asst. Prof.**, 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**



**PROJECT REPORT (20MBAPR407)**  
on  
**“A STUDY ON THE IMPACT OF GREEN BANKING PRACTICES ON BANK’S  
ENVIRONMENTAL PERFORMANCE WITH SPECIAL REFERENCE TO BANGALORE  
CITY AT SBI”**

By  
**DARSHAN A  
1KG20BA012**

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  
ASSISTANT PROFESSOR  
MANAGEMENT STUDIES  
KSSEM**

**EXTERNAL GUIDE**

**UMA  
BANK MANGER  
SBI BANK, KANAKAPURA**



**KSSEM**

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT BENGALURU- 560109  
JULY 2022**





MHSROAD KANAKAPURABRANCH  
MHS ROAD  
KANAKAPURA  
DT RAMNAGARA  
PIN 562117

Date:08/06/2022

**PROJECT CERTIFICATE**

*This is to certify that Mr. DARSHAN A, USN No 1KG20BA012. K.S School of Engineering and Management, Banglore-560109, has undergone an internship with us from 26/03/2022 to 07/05/2022.*

*Meanwhile he worked on project "A study on the impact of green banking practices on bank's environmental performance with special reference to Bangalore city" with special reference to state bank of India.*

*We found he a self motivated, punctual and hardworking. His performance was efficient.*

*We wish his Best of luck for his future career.*

For STATE BANK OF INDIA

CHIEF MANAGER  
MHS Road, Kanakapura-562117

*Chief Manager*





**KSSEM**

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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Mr. Darshan A** bearing **USN:1KG20BA012** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on the Impact of Green Banking Practices on Bank's Environmental Performance with special reference to Bangalore City at SBI”** is prepared by him under the guidance of **Prof. Roopa Balavenu, Asst. Prof.**, 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: 29/10/22

Signature of Internal Examiner  
Name & affiliation

Dr. Shekar. H. S  
KSSEM, Bangalore

Signature of External Examiner  
Name & affiliation



**PROJECT REPORT (20MBAPR407)**

**“A Study on Cash Management at Beloorbayir Biotech Ltd”**

**By**

**DATTAKUMARA K N**

**1KG20BA013**

**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**

**Professor & Head of the Department**

**Department of Management Studies**

**KS School of Engineering and Management**

**EXTERNAL GUIDE**

**Mr. Praveen shastry P M**

**Asst. Finance Manager**

**Beloorbayir Biotech Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**

**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**BENGALURU- 560109**

**JULY 2022**







# BELOORBAYIR BIOTECH LTD.

Regd. Office : # 564, 4th Cross, Kempegowda HBCS, Opp: Water Tank Park, Kathriguppe,  
Banashankari 3rd Stage, Bengaluru - 560 085

☎ +91-80-43489900 upto 99 ✉ info@bayirextracts.com 🌐 www.beloorbayir.com

CIN : U73100KA2005PLC035741

## CERTIFICATE

This is to certify that **Mr. Dattakumara K.N.** (USN No:1KG20BA013) Student of MBA 4<sup>th</sup> Sem from K S School of engineering and Management #15/1, Mallasandra, Near vajarahalli, Kanakapura Road, Banagalore -560109.

He has successfully completed his project in our esteemed "Organization study on Cash Management at Beloorbayir Biotech Ltd" from 26-Mar-22 to 07-May-22.

During this period his character was good. We wish him all success in his future endeavours.

Regards

For Beloorbayir Biotech Ltd.

(Praveen Shastry P M)

Asst. Finance Manager





**KSSSEM**

KAMMAVARI SANGHAM (R), 1952

# K.S. School of Engineering and Management

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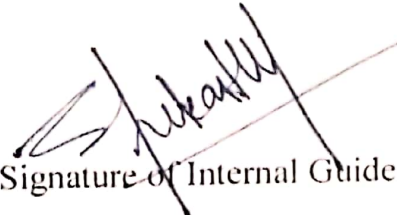
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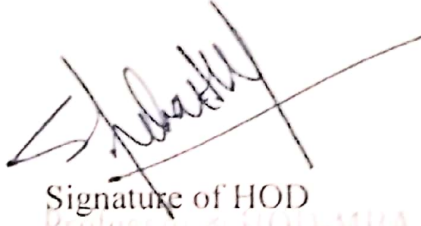
Bengaluru - 560 109, www.ksssem.edu.in

Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408 / 9606055900

## CERTIFICATE

This is to certify that **Mr. Datta Kumara K N** bearing USN 1KG20BA013, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Cash Flow Management at BELOORBAYIR BIOTECH"** is prepared by him 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-560109

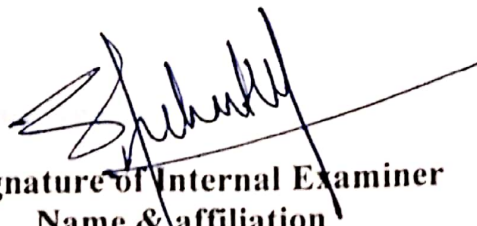
  
Signature of Principal

Dr. K. RAMA NARASIMHA  
Principal/Director

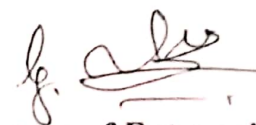
K.S. School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date: 29/10/22

  
Signature of Internal Examiner  
Name & affiliation

Dr. Shekar H.S  
KSSSEM, Bangalore

  
Signature of External Examiner  
Name & affiliation



**PROJECT REPORT (20MBAPR407)**  
"A Study On Employee Retention Techniques at Shri Lakshmi Steel Suppliers  
Pvt.Ltd"

By  
**DEEKSHA DATTA**  
USN: 1KG20BA014

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**

**Dr. Shekar H S**  
Professor & Head of the Department  
Department of Management Studies  
KS School of Engineering and Management

**EXTERNAL GUIDE**

**KH Mahesh Kumar**  
Senior executive HR  
Shri Lakshmi steel suppliers



**KSSEM**  
Department of Management Studies  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
BENGALURU- 560109  
(July - 2022)

Date : 06-may-2022

### Internship certificate

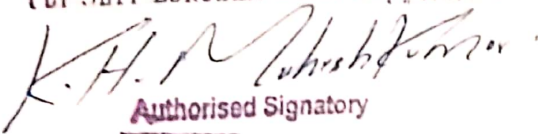
**Subject:** Project completion Letter at Shri Lakshmi steel suppliers Pvt. Ltd.

This is to certify that Ms. Deeksha Datta USN No:1KG20BA014 studying Master of Business Administration at KS School of Engineering and Management under Visvesvaraya Technological University, Belgaum has successfully completed the project " A Study On Employee Retention Techniques at Shri Lakshmi steel suppliers pvt ltd," between 26-Mar-22 to 07-May-22.

Regards

Shri Lakshmi Steel Suppliers.

For Shri Lakshmi Steel Suppliers.



**Authorised Signatory**

K H Mahesh Kumar

Senior executive HR



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email : sales@slgroup.in web : www.shrilakshmisteel.in





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

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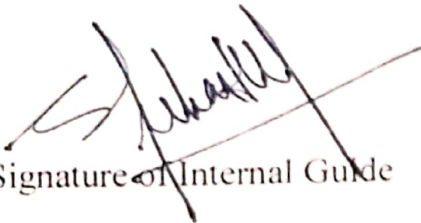
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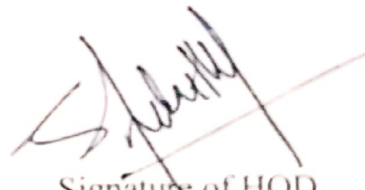
Bengaluru - 560 109, www.kssem.edu.in


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

## CERTIFICATE

This is to certify that Ms. Deeksha Datta bearing USN 1KG20BA014, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Employee Retention Techniques at SHRI LAKSHMI STEEL SUPPLIERS" 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.

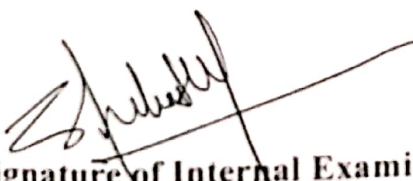
  
Signature of Internal Guide


  
Signature of HOD  
Professor & HOD-VITA  
K.S. School of Engineering and Management  
# 15, Near Vajarahalli, 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: 28/10/22

  
Signature of Internal Examiner  
Name & affiliation  
Dr. Shekar H.S  
K.S. School of Engineering  
& Management

  
Signature of External Examiner  
Name & affiliation  
SLHAS PATEL  
AIT, BLUE

**PROJECT REPORT (20MBAPR407)**  
ON  
**“A Study On Customer Satisfaction At Axis Bank”**

By  
**GADDAM PAVAN**  
**1KG20BA016**

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. RUPA C DAS**  
**ASSISTANT PROFESSOR**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**KSSEM, BANGLORE**

**EXTERNAL GUIDE**  
**ASHOK KUMAR T**  
**BRANCH MANAGER**  
**AXIS BANK, ANANTAPUR**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**July - 2022**



**TO WHOM SO EVER IT MAY CONCERN**

17/06/2022

**Project Certificate**

This is to certify that Mr. Gaddam Pavan, bearing registration number 1KG20BA016 from K.S School of Engineering and Management Bangalore, has successfully completed his project titled "A Study of Customer Satisfaction" in the marketing department with our organization for 6 weeks starting from 1 Apr 2022 to 16 May 2022.

We wish him all the success in future endeavors.

  
Ashok Kumar T

**Branch Manager**

**Anantapur**



# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Mr. GADDAM PAVAN** bearing USN **1KG20BA016**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study Of Customer Satisfaction at Axis Bank, Anantapur – Andhra Pradesh”** 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. RAMANARASIMHA

Principal/Director

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

Viva-voce Examination

Date: 28/10/2022

Signature of Internal Examiner

Name & affiliation

Prof. RUPA CHATTERJEE DAS  
AP - KSSEM - MBA.

Signature of External Examiner

Name & affiliation

Dr. M. Seetha Kumar  
AP, AET - MBA.





**PROJECT REPORT (20MBAPR407)**

**on**

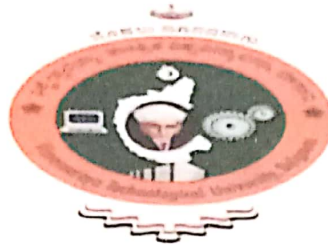
**“A STUDY ON IMPACT OF ADVERTISEMENT ON SALES  
PERFORMANCE AT THE CARL BECHEM LUBRICANT INDIA PVT  
LTD”**

**By**

**GAGANASHREE G R  
1KG20BA017**

**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.RUPA C DAS**

**ASSISTANT PROFESSOR**

**KSSEM, BANGLORE**

**EXTERNAL GUIDE**

**Mr. MAHESH KUMAR**

**HR MANAGER**

**CARL BECHEM**

**LUBRICANTS PVT LTD, BIDADI**



**KSSEM**

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(May - 2022)**





**BECHEM**  
LUBRICATION  
TECHNOLOGY

CARL BECHEM LUBRICANTS (INDIA) PRIVATE LIMITED, Bangalore

CARL BECHEM LUBRICANTS  
(INDIA) PRIVATE LIMITED  
28-D, Bidadi Industrial Area,  
Bidadi-Harohalli Main Road,  
Bangalore - 562 109  
Tel. +91 80 6690 0800 / 01 / 02,  
Fax +91 80 6690 0803  
E-mail : info@bechemindia.com  
CIN : U23201KA2003PTC032976  
www.bechemindia.com

7 May 2022

### Project Certificate

This is to certify that Ms. Gaganashree G R bearing registration number 1KG20BA017 from K S School of Engineering and Management has undergone **A Study on Impact of Advertisement on Sales Performance** at our organization between **26 March 2022 to 7 May 2022**.

During the period of the said programme she was exposed to different areas and was found diligent, hardworking and inquisitive.

We wish her every success in her life and career.

For Carl Bechem Lubricants (I) Private Limited

Mahesh Kumar K  
Dy. Manager – Human Resource

since 1834



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# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Ms. Gaganashree G. R.** bearing USN **1KG20BA017.** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Impact of Advertisement on Sales Performance at Carl Bechem Lubricants Pvt. Ltd., Bidadi”** 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: 28/10/2022

Signature of Internal Examiner  
Name & affiliation

Prof Rupa CHATTERJEE DAS  
AP - KSSEM - MBA

Signature of External Examiner  
Name & affiliation

Dr. M. Senthil Kumar  
AP, AIT - MBA

**PROJECT REPORT (20MBAPR407)**  
on  
**“A Study on Customer Perception with Reference to the Products and Services at E K Retail”**

By  
**Geethanjali D**  
USN: 1KG20BA018

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. Rupa C Das**

**Assistant Professor**

**Department of Management Studies  
KS school of engineering and management**

**EXTERNAL GUIDE**

**Prashanth Krishnappa**

**E K Retail**

**Customer Relationship Manager**



**KSSEM**

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(JULY - 2022)**

# E. K. Retail

EK Retail 1<sup>st</sup> Main, JP

Nagar, Bangalore - 560078

## Project Certificate

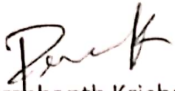
This is to certify that Ms. Geethanjali. D Bearing registration number IKG20BA018 from K.S School of Engineering and Management has successfully completed her project titled "A STUDY ON CUSTOMER PERCEPTION WITH REFERENCE TO THE PRODUCTS AND SERVICES AT E K RETAIL" at our company for the period of 6 weeks from 26-Mar-2022 to 07-May-2022.

She was exposed to various areas during the duration of the program and was deemed to be conscientious, hardworking, and curious.

We wish her the best of luck in her future career.

Regards,

EK Retail, Bangalore



Prashanth Krishnappa

Title: Customer Relationship Manager



Intern Signature



SEM

# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that **Ms. Geethanjali. D** bearing USN **1KG20BA018**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study On Customer Perception With Reference To The Products And Services At EK RETAIL, Bengaluru”** 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

Prof. RUPA CHATTERJEE DAS  
AP - KSSEM - MBA.

Signature of External Examiner  
Name & affiliation

Dr. M. Sendhil Kumar, AP  
AP - MBA.



**PROJECT REPORT (20MBAPR407)**

on

**“A STUDY ON CASH FLOW ANALYSIS AT METRO CASH AND CARRY INDIA  
PVT LTD”**

By

**GONUGUNTLA SANDEEP  
1KG20BA019**

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**

**DR SHEKAR H S**

**PROFESSOR & HEAD OF THE DEPARTMENT**

**KSSEM, BANGLORE**

**EXTERNAL GUIDE**

**APPORVA D**

**HR MANAGER**

**METRO CASH AND**

**CARRY, BANGLORE**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
(May - 2022)**



**METRO Cash & Carry India Pvt.Ltd.**

Survey No36/28

Pattanagere Village, Kengeri Hobli.

Bangalore-560059, India

CIN U51909KA2001PTC028483

**TO WHOM SO EVER IT MAY CONCERN**

08/05/2022

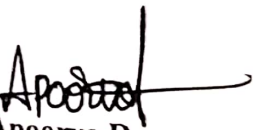
**Project Certificate**

This is to certify that **Gonuguntla Sandeep** bearing registration number "1KG20BA019" from KS School of Engineering and Management" has carried out his project work from 26-03-2022 to 07-05-2022 in our organization under the guidance of Ms Apoorva D, HR Manager, submitted report on "A Study on Cash Flow Analysis at Metro Cash & Carry"

India Bangalore.

During the period of the said programme, he was exposed to different areas and was found diligent, hardworking and inquisitive.

We wish his all the success in future endeavours

  
Apoorva D

HR Operations.

Metro Cash & Carry India Pvt Ltd.

**METRO**

Cash & Carry India



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

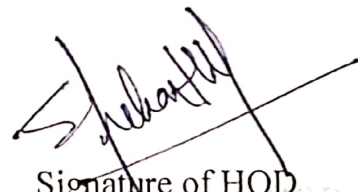
Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi  
# 15, Near Vajarahalli, Mallasandra, off Kanakapura Road,  
Bengaluru - 560 109, www.kssem.edu.in


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

**CERTIFICATE**

This is to certify that **Mr. Gonuguntla Sandeep** bearing USN 1KG20BA019, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Cash Flow Analysis at METRO CASH AND CARRY"** is prepared by him 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

  
Signature of Principal

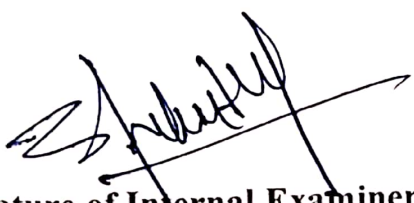
Dr. K. RAMA NARASIMHA  
Principal/Director

K S School of Engineering and Management  
Bengaluru - 560 109

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

Viva-voce Examination

Date: 29/10/22

  
Signature of Internal Examiner  
Name & affiliation

Dr. Shekar . H. S  
KSSEM, Bangalore

  
Signature of External Examiner  
Name & affiliation



**PROJECT REPORT (20MBAPR407)**  
on  
**“A COMPARATIVE STUDY ON GOLD LOANS AND ADVANCES IN  
MANAPPURAM FINANCE LTD”**

By  
**K.MOHANRAJ**  
**1KG20BA020**

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**

**DR SHEKAR H S**  
**PROFESSOR & HEAD OF THE DEPARTMENT**  
**KSSEM BENGALURU**

**EXTERNAL GUIDE**

**R AJITH**  
**MANAGER**  
**MANAPPURAM FINANCE**  
**PVT LTD CHITTOOR**  
**ANDHRAPRADESH**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(July - 2022)**





# MANAPPURAM FINANCE LIMITED

Make Life Easy

Date: 7/5/2022

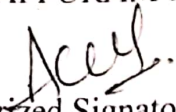
TO WHOMSOEVER IT MAY CONCERN

This is certify that MR.K.MOHAN RAJ( Reg No: 1Kg20BA020) a student of MBA in K.S school of engineering & management , Bangalore has Satisfactory completed 6 weeks (26<sup>th</sup> Mar 2022 TO 7<sup>th</sup> May 2022) PROJECT IN STUDY ON GOLD LOANS AND ADVANCES in our MANAPPURAM FINANCE LTD

During his training he was found to be sincere and hardworking .He evinced keen interest in learning and involved his in all aspects of his study.

We wish his all the success in his future endeavors.

MANAPPURAM FINANCE LTD.

  
Authorized Signatory



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

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

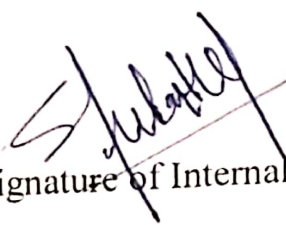
# 15, Near Vajarahalli, Mallasandra, off Kanakapura Road,


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

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


**CERTIFICATE**

This is to certify that **Mr. K Mohan Raj** bearing USN 1KG20BA020, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Gold Loans and Advances at Manappuram Finance Limited" is prepared by him 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

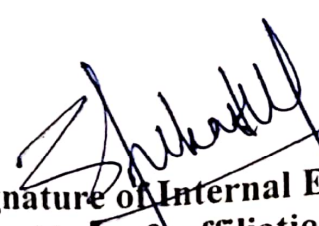
Professor & HOD-MBA,  
K.S. School of Engineering & Management,  
#15, Near Vajarahalli, Mallasandra, off Kanakapura Road,  
Bengaluru - 560 109


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

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

Date: 29/10/22

Viva-voce Examination

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

  
Signature of External Examiner  
Name & affiliation  
29/10/2022

**PROJECT REPORT (20MBAPR407)**  
**ON**  
**“A STUDY ON AUDIT PROCEDURE AT A GRSRA & CO, BENGALURU”**

**By**  
**KEERTHANA.C**  
**1KG20BA022**

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**  
**K S School of Engineering and Management**

**EXTERNAL GUIDE**

**S. Govinda Rao**  
**Founder & partner**  
**GRSRA & CO**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY 2022**





GRSRA & CO.  
CHARTERED ACCOUNTANTS

Date: 16<sup>th</sup> May 2022

## Company Certificate

To whom so it may concern

This is to certify that MS. KEERTHANA C USN(IKG20BA022) student pursuing MBA in K S school of Engineering and Management, has done her project work on "A Study on Audit procedure at GRSRA & CO, Bengaluru" This project is carried for a period of six weeks starting from 1<sup>st</sup> April 2022 to 16<sup>th</sup> May 2022.

During the above period the performance of Ms. KEERTHANA.C has been hardworking and satisfactory.

We wish you all the best for the future endeavors.

GRSRA & CO.

FOR GRSRA & CO.  
CHARTERED ACCOUNTANTS

  
S Govinda Rao  
Partner

Seal and signature  
S Govinda Rao  
(Founder and partner)

Place: Bangalore

#178, 1<sup>st</sup> Floor 5<sup>th</sup> Main 4<sup>th</sup> Cross J P Nagar, 3<sup>rd</sup> Phase Bangalore-560078

[www.grsra.com](http://www.grsra.com)

Email: [grsraco@gmail.com](mailto:grsraco@gmail.com)

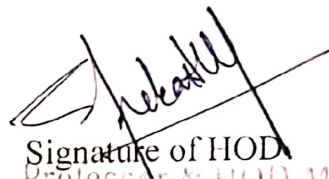
Tel: 080 26598989




**CERTIFICATE**

This is to certify that Ms. **KEERTHANA. C** bearing USN **1KG20BA022**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Audit procedure at GRSRA & CO, Bengaluru"** is prepared by her under the guidance of **Arundathi K L, Assistant Professor**, 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,

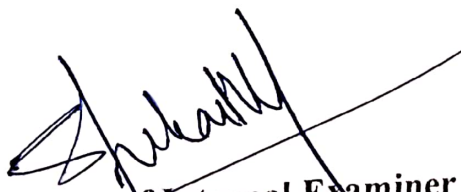
K.S. School of Engineering & management,  
#15, Mallasandra, Off, Kanakapura Road,  
Bengaluru - 560 109

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


K S School of Engineering and Management  
Bengaluru - 560 109

Viva-voce Examination

Date: 29/10/22

  
Signature of Internal Examiner  
Name & Affiliation

Dr. Shekar. H. S  
K S SEM, Bangalore

  
Signature of External Examiner  
Name & Affiliation

**PROJECT REPORT (20MBAPR407)**

on

**“A Study on Portfolio Management at Hiline Polymers LLP, Bengaluru”**

By  
**KRUTHIKA A**  
**1KG20BA023**

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**  
**Assistant Professor**  
**K S School of Engineering and Management**

**EXTERNAL GUIDE**

**Siddaraju G**  
**Finance Manager**  
**Hiline Polymers LLP**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY 2022**







# HILINE POLYMERS LLP

Reg : 146/01, 1st main KHB Main Road, Manorayanapalya, R T Nagar Post, Bangalore, Bangalore,  
Karnataka, 560032, India.

Branch: 18 Sumuka Nivas APC Circle Jigani Industrial Area Opp Canara Bank Anekal TQ Blore  
E mail: [hipolymers.llp@gmail.com](mailto:hipolymers.llp@gmail.com) Con: 080-42133330 M: 9900000506

## CERTIFICATE

This is to certify that Ms. KRUTHIKA A (USN: 1KG20BA023) from K S School of Engineering and Management, Bangalore, Karnataka has successfully completed an internship project titled "A STUDY ON PORTFOLIO MANAGEMENT" with "HILINE POLYMERS LLP" in partial fulfilment of the requirement for the MBA from Visvesvaraya Technological University (VTU) for a period of Six (6) weeks from 28<sup>th</sup> March 2022 to 6<sup>th</sup> May 2022.


During the above period performance of Ms. Kruthika, A (USN:1KG2BA023) has been very good and satisfactory.

We wish her All the very Best

Date: 06/05/2022

Place: Bangalore

For HILINE POLYMERS LLP

  
Designated Partner



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,

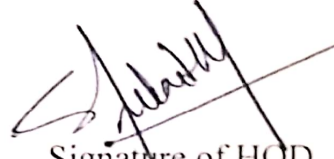
Bengaluru - 560 109, www.kssem.edu.in


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

**CERTIFICATE**

This is to certify that **Ms. KRUTHIKA A** bearing USN **IKG20BA023**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **A Study on "Portfolio Management at Hilinè Polymers LLP, Bengaluru"** is prepared by her under the guidance of **Arundathi K L**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

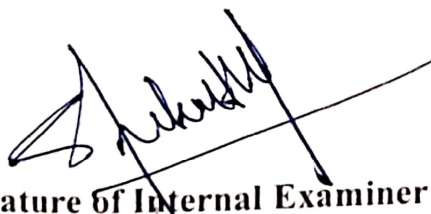
  
Signature of Internal Guide

  
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: 29/10/22

  
Signature of Internal Examiner  
Name & Affiliation

Dr. Shekar. H. S  
KSSEM, Bangalore

  
Signature of External Examiner  
Name & Affiliation

**PROJECT REPORT (20MBAPR407)**  
On  
**“A Study on Customer Satisfaction of Millet Food Marketing at Aisiri”**

**By;**  
**Manju Manish Reddy M**  
**USN: 1KG20BA024**

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. Rupa Chatterjee Das**  
**Assistant Professor**  
**KSSEM**

**EXTERNAL GUIDE**  
**Tilak Shankar**  
**Marketing Manager**  
**Aisiri Millet Health Mix**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(July- 2022)**



## **AIISIRI MILLET HEALTH MIX**

Maruthi Plaza, #17, First Floor,  
2nd Main Road, Vyalikaval, Bangalore – 560003

DATE: 15<sup>th</sup> May 2022

NAME: MANJU MANISH REDDY M

CONTACT NUMBER: 7022269909

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Manju Manish Reddy M from K S School of Engineering and Management Bangalore has successfully completed his Project titled “A study of customer Satisfaction” In Aiisiri Millet Health Mix and marketing department with our organization for 6 weeks starting 1<sup>st</sup> April 2022 to 15<sup>th</sup> May 2022. You are required to report to the person in charge, TILAK SHANKAR for orientation and subsequent placement of these days.

His conduct and commitment during the project was found to be GOOD.

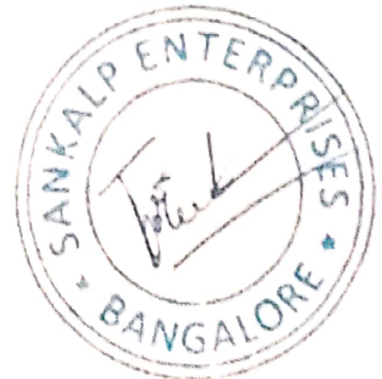
We wish him all the best in his future endeavors.

Yours faithfully

Name: Sathish R

MANAGING DIRECTOR

AIISIRI MILLET HEALTH MIX





SEM

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.kssem.edu.in

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

## CERTIFICATE

This is to certify that Mr. Manju Manish Reddy M bearing USN 1KG20BA024, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Customer Satisfaction of Millet Food Marketing at Aisiri, Bengaluru" 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, Near Vajarahalli, Mallasandra, off Kanakapura Road

Signature of Principal  
Dr. K. RAMA NARASIMHA

Principal/Director

K.S. School of Engineering and Management  
560 109

Viva-voce Examination

Date: 28/10/2022

Signature of Internal Examiner  
Name & affiliation

Prof. RUPA CHATTERJEE DAS  
AP - KSSEM - MBA

Signature of External Examiner  
Name & affiliation

Dr. M. Sendhil Kumar  
AP, AIT - MBA.



**PROJECT REPORT (20MBAPR407)**  
on  
**“A Study on Impact of Organization Culture on Employees Job Performance at  
AKARMAXS TECH PVT. LTD”**

By

**MONIKA.V**

**USN: 1KG20BA025**

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**

**Dr. Shekar H S**  
**Professor & Head of the Department**  
**Department of Management Studies**  
**K S School of Engineering and Management**

**EXTERNAL GUIDE**

**Mrs. Jovitha.J.**  
**HR Manager**  
**Akarmaxs Tech Pvt Ltd**



**KSSEM**  
K.S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**KS. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**July – 2022**



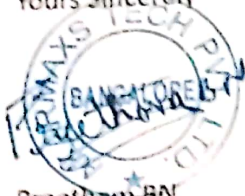
Date: 06-May-2022

INTERNSHIP CERTIFICATE

Subject: Internship and Project completion Letter on the topic of "Impact of Organization culture on Employees Job Performance"

This is to certify that Ms. Monika.V – USN No:1KG20BA025 studying Master of Business Administration KS School of Engineering and Management under Visvesvaraya Technological University, Belgaum has successfully completed the internship project in AKARMAXS TECH PVT LTD, Bangalore from 26-Mar-22 to 07-May-22.

Yours Sincerely

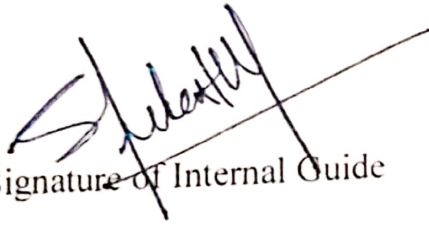



Preetham BN


Accounts Department  
Akarmaxs Tech Pvt Ltd  
Bangalore

**CERTIFICATE**

This is to certify that **Ms. Monika.V** bearing USN 1KG20BA025, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Impact of Organization Culture on Employees Job Performance at AKARMAXS TECH PVT.LTD**" 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

  
Signature of Principal

Dr. K. RAMA NARASIMHA

Principal/Director

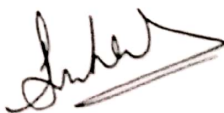
K S School of Engineering and Management  
Bengaluru - 560 109

Date: 28/10/22

Viva-voce Examination

  
Signature of Internal Examiner  
Name & affiliation

Dr. Shekar. H. S  
K.S. School of Engineering  
and Management

  
Signature of External Examiner  
Name & affiliation

SUHAS PATEL  
AIT, Bilore



**PROJECT REPORT (20MBAPR407)**

on

**A STUDY ON “CUSTOMERS USAGE BEHAVIOUR AND SATISFACTION  
TOWARDS CREDIT CARD AT BAJAJ FINANCE LIMITED, BENGALURU”**

By

**MUTHURAJU.G  
USN: 1KG20BA026**

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 KL**

**Assistant Professor**

**Ks School Of Engineering And Management**

**EXTERNAL GUIDE**

**Mr Venkatesh**

**Finance Manager**

**Bajaj Finance Limited**



**KSSEM**

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

**JULY 2022**



Date:11/07/2022

CERTIFICATE

This is to certify that **Mr. MUTHURAJU G.** (USN No:1KG20BA026) Student of MBA 4<sup>th</sup> Sem from K S School of engineering and Management #15/1, Mallasandra, near Vajarahalli, Kanakapura Road, Banagalore -560109. has undergone an internship with us from 26/03/2022 to 7/05/2022

He has successfully completed his project on " **A Study On Customers Usage Behaviour and Satisfaction Towards Credit Card at Bajaj Finance Limited ,Bengaluru** "in our esteemed Organization Bajaj Finance Limited, Bengaluru

During this period his character was good. We wish him all success in his future endeavours.



**BAJAJ FINANCE LIMITED**

01 to 805, 8th Floor, Prestige Towers, Bangalore - 560025, Karnataka, India

Registered Office: Mumbai - Pune Road, Akurdi, Pune - 411 035, Maharashtra, India  
Corporate Office: 4th Floor, Bajaj Finserv Corporate Office, Off Pune-Ahmednagar Road, Kharanagar, Pune - 411 014, Maharashtra, INDIA

Corporate ID No.  
L65910MH1987PLC042961

[www.bajajfinserv.in](http://www.bajajfinserv.in)





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

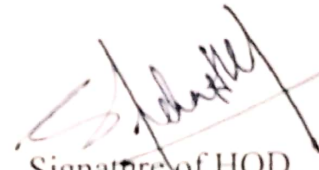
Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi  
# 15, Near Vajarahalli, Mallasandra, off Kanakapura Road,  
Bengaluru - 560 109, www.kssem.edu.in


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

**CERTIFICATE**

This is to certify that Mr. MUTHURAJU G bearing USN 1KG20BA026, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on A Study on "Customers Usage Behaviour and Satisfaction towards Credit Card at Bajaj Finance Limited, Bengaluru " is prepared by him under the guidance of Arundathi K L, Assistant Professor, 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, Near Vajarahalli, 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: 28/10/2022

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

  
Signature of External Examiner  
Name & Affiliation  
Dr. M. Seetha/Kumari, AP  
AIT - MBA

**PROJECT REPORT (20MBAPR407)**  
on  
**“A STUDY ON IMPACT OF WORKING CAPITAL ON THE  
PROFITABILITY OF THE CARL BECHEM LUBRICANT INDIA PVT  
LTD”**

By  
**NISHCHITHA K R**  
**1KG20BA027**

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, BANGLORE**

**EXTERNAL GUIDE**  
**Mr. MAHESH KUMAR**  
**HR MANAGER**  
**THE CARL BECHEM**  
**LUBRICANTS PRIVATE**  
**LTD, BIDADI**



**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(May - 2022)**





**BECHEM**  
LUBRICATION  
TECHNOLOGY

CARL BECHEM LUBRICANTS (INDIA) PRIVATE LIMITED, Bangalore

CARL BECHEM LUBRICANTS  
(INDIA) PRIVATE LIMITED  
28-D, Bidadi Industrial Area,  
Bidadi-Harohalli Main Road,  
Bangalore - 562 109  
Tel. +91 80 6690 0800 / 01 / 02,  
Fax +91 80 6690 0803  
E-mail : info@bechemindia.com  
CIN : U23201KA2003PTC032976  
www.bechemindia.com

7 May 2022

### Project Certificate

This is to certify that Ms. Nishchitha K R bearing registration number 1KG20BA027 from K S School of Engineering and Management has undergone **A Study on Impact of Working Capital on the Profitability of the firm** at our organization between **26 March 2022 to 7 May 2022**.

During the period of the said programme she was exposed to different areas and was found diligent, hardworking and inquisitive.

We wish her every success in her life and career.

For Carl Bechem Lubricants (I) Private Limited

  
Mahesh Kumar K  
Dy. Manager – Human Resource

since 1834



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**KSSEM****CERTIFICATE**

This is to certify that Ms. Nishchitha K R bearing USN:1KG20BA027 is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "An Empirical Study of the Impact of Working Capital on Profitability of the Carl Bechem Lubricants India Private Ltd. at Bengaluru" is prepared by her under the guidance of Prof. Roopa Balavenu, Asst. Prof., 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/DirectorK S School of Engineering and Management  
Bengaluru - 560 109

Date: 29/10/22

Viva-voce Examination

Signature of Internal Examiner  
Name & affiliationDr. Shekar. H. S  
KSSAM, BangaloreSignature of External Examiner  
Name & affiliation

**PROJECT REPORT (20MBAPR407)**  
on  
**“A STUDY ON BRAND AWARENESS AND PERCEPTION AT TATA  
AIG LIFE”**

By  
**Navyasree P**  
**USN: 1KG20BA028**

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. V Vidyashree**

**Assistant Professor**

**Department of Management Studies**

**K S School of engineering and management**

**EXTERNAL GUIDE**

**Jagadeesh N**

**Tata AIG Life**

**Branch Manager**



**KSSEM**

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**JULY - 2022**



**TO WHOM SO EVER IT MAY CONCERN**

20/06/2022

**Project certificate**

This is to certify that Ms. Navya Sree P, from K.S School of Engineering and Management Bangalore, has successfully completed her project titled "Brand Awareness and Perception of Tata Aig Life" in the marketing department with our organization for 6 weeks starting from 1 Apr 2022 to 16 May 2022.

We wish her all the success in future endeavors.

JAGADESH N  
BRANCH MANAGER







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.kssem.edu.in

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

**CERTIFICATE**

This is to certify that **Ms. Pathipati Navyasree , 1KG20BA028** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Brand Awareness and Perception at TATA AIG life”** is prepared by her under the guidance of **Ms. V.Vidyashree , Assistant Professor , Department of Management Studies , KSSEM** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*v.vidyashree*  
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: 28/10/22

*v.vidyashree 28/10/22*  
Signature of Internal Examiner  
Name & affiliation  
V.VIDYASHREE  
ASSISTANT PROFESSOR  
KSSEM

*[Signature]* 28/10/22  
Signature of External Examiner  
Name & affiliation  
SUHAS PATEL  
AIT, B'lore.  
ASST. PROFESSOR

# **A study on performance evaluation on selected equity mutual funds**

**SUBMITTED BY**

Pawan N

(1KG20BA029)

**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**

ROOPA BALAVENU  
(ASSIT PROFESSOR)

**EXTERNAL GUIDE**

VISHAL GOUSAL  
(UNIT MANGER)



**DEPARTMENT OF MBA**

**KS SCHOOL OF ENGINEERING AND MANAGEMENT**

**Holiday Day Village Road Vajarhalli, Kankpura Main Road, Bangalore**

**SUBMISSION ON: 20, JULY, 2022**



Ref. No. : HR/REC01/TR8861/25052022/09450

Date : 25th May 2022

**CERTIFICATE**

This is to certify that **Mr. PAWAN N** student of **K S SCHOOL OF ENGINEERING AND MANAGEMENT** has successfully completed his project on "**PERFORMANCE EVALUATION OF EQUITY SCHEMES IN MUTUAL FUNDS**". The project period was from 31st March 2022 to 12th May 2022.

During this period he was found to be regular and hard working. We wish him all the Best in his future endeavours.

---

**Vatsal Soni**

**(Deputy General Manager - Human Resource)**

This Letter is digitally generated and does not require signature.

25/05/2022 07:49 PM

**STOCK BROKING | DEPOSITORY SERVICES | NPS**  
**FINANCIAL PRODUCT DISTRIBUTION: MUTUAL FUNDS | LOANS | PMS | REAL ESTATE**

**NJ India Invest Private Limited**, Registered & Corporate Office: Block No. 901 & 902,  
6th Floor, B Tower, Udhna Udyog Nagar Sangh Commercial Complex, Central Road No. 10, Udhna, Surat - 394 210, Gujarat.  
Phone: 0261 4025901 | E-mail: email@njgroup.in | Website: www.njwealth.in | CIN: U67120GJ2000PTC037674






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

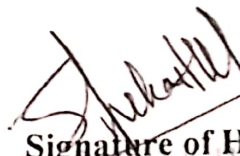
Approved by AICTE-1-5279601, Affiliated to VTU, Belagavi  
# 15, Near Vajarahalli, Mallasandra, off Kanakapura Road,  
Bengaluru - 560 109, www.kssem.edu.in

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

## CERTIFICATE

This is to certify that Mr. Pawan N bearing USN:1KG20BA029 is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Performance of selected Equity Mutual Funds at NJ Wealth in Bengaluru" is prepared by him under the guidance of Prof. Roopa Balavenu, Asst. Prof., 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

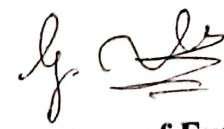
  
Signature of HOD  
Professor & HOD-MBA,  
K.S. School of Engineering & Management,  
#15, Mallasandra, Off Kanakapura Road,  
Bengaluru - 560 109

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

Date: 29/10/22

Viva-voce Examination

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

  
Signature of External Examiner  
Name & affiliation  
22/10/22.



**PROJECT REPORT (20MBAPR407)**

on

**“A Study on store layout design and consumer buying behavior at MERTO  
CASH AND CARRY”**

By

**RAKESHA G**

**USN: 1KG20BA030**

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. V. Vidyashree**  
**Assistant Professor**

**Department of Management Studies**  
**KS School of Engineering and Management**

**EXTERNAL GUIDE**

**Miss. Apoorva D**  
**Metro cash & carry**  
**HR Manager**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(May – 2022)**



**TO WHOM SO EVER IT MAY CONCERN**

08/05/2022

**Project Certificate**

This is to certify that **RAKESHA G** bearing registration number "1KG20BA030" from KS School of Engineering and Management" has carried out his project work from 26-03-2022 to 07-05-2022 in our organization under the guidance of Ms Apoorva D, HR Manager, submitted report on "A Study on Store layout at Metro Cash & Carry" India Bangalore.

During the period of the said programme, he was exposed to different areas and was found diligent, hardworking and inquisitive.

We wish his all the success in future endeavours



Apoorva D

HR Operations.

Metro Cash & Carry India Pvt Ltd.

**METRO**

Cash & Carry India



**CERTIFICATE**

This is to certify that **Mr. Rakesha G . 1KG20BA030**, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A study on Store layout at Metro cash and carry " is prepared by him under the guidance of **Ms. V.Vidyashree , Assistant Professor , Department of Management Studies , KSSEM** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*V.vidyashree*  
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: *28/10/22*

*V.vidyashree 28/10/22*  
Signature of Internal Examiner  
Name & affiliation  
**V.VIDYASHREE**  
**ASSISTANT PROFESSOR**  
**KSSEM**

*[Signature]* *28/10/22*  
Signature of External Examiner  
Name & affiliation  
**S D H A S PATEL**  
**ASST : P**

**PROJECT REPORT (20MBAPR407)**

on

**“A Study On Consumer Behavior at ShriLakshmi Steel Suppliers pvt.ltd”**

By

**RAMYA G**

**USN: 1KG20BA031**

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. V. Vidyashree

Assistant Professor

Department of Management Studies

KS school of engineering and management

**EXTERNAL GUIDE**

K H Mahesh Kumar

Senior executive HR

Shri Lakshmi steel suppliers



**KSSEM**

Department of Management Studies  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
BENGALURU- 560109  
(July - 2022)





Date : 06-may-2022

**Internship certificate**

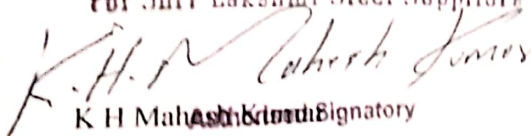
**Subject:** Project completion Letter at Shri Lakshmi steel suppliers Pvt.ltd.

This is to certify that Ms. Ramya G USN No:1KG20BA031 studying Master of Business Administration at KS School of Engineering and Management under Visvesvaraya Technological University, Belgaum has successfully completed the project " A Study On Consumer Behavior at Shri Lakshmi steel suppliers pvt ltd," between 26-Mar-22 to 07-May-22.

Regards

Shri Lakshmi Steel Suppliers.

For Shri Lakshmi Steel Suppliers

  
K H Mahesh Kumar Signatory

Senior executive HR



**Distributors of : SAIL , RINL , JSPL & NEZONE, COLOUR ROOFING SHEETS**

No. 305, 3rd Floor, Pride Hulkul, Lalbagh Road, Bangalore – 560027. Ph.: 080 22534700 / 22270919  
email : sales@slgroup.in web : www.shrilakshmisteel.in



## CERTIFICATE

This is to certify that Ms. Ramya G , 1KG20BA031, is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Consumer Behaviour at Shrilakshmi Steel Suppliers Pvt Ltd " is prepared by her under the guidance of Ms. V.Vidyashree , Assistant Professor , Department of Management Studies , KSSEM in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*v.vidyashree*

Signature of Internal Guide

*[Signature]*  
Signature of HOD  
Professor & HOD-MBA,

K S School of Engineering & management,  
#15, Malasandra 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: 28/10/22

*v.vidyashree*  
*28/10/22*  
Signature of Internal Examiner  
Name & affiliation

V.VIDYASHREE  
ASSISTANT PROFESSOR  
KSSEM

*[Signature]*  
*28/10/22*  
Signature of External Examiner  
Name & affiliation

SUHAS PATEL  
ASST. PROFESSOR  
AIT, B'lore



**PROJECT REPORT (20MBAPR407)**

On

**"A Study on Determining Social Media Marketing strategies for Paper Play"**

By

**SHREEDHAR**

**USN: 1KG20BA032**

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. V. Vidyashree**  
Assistant Professor  
Department of Management Studies  
KS School of Engineering and Management

**EXTERNAL GUIDE**

**Miss. Karpur**  
Paper Play Company  
Founder of the company



**KSSEM**

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(May - 2022)**



# Paper Play

CURATED FOLDS AND DESIGNS

## INTERNSHIP CERTIFICATE

25 May, 2022

**Subject: Project completion Letter at Paper Play**

This is to certify that Mr. Shreedhar USN No. 1KG20BA032, studying Master of Business Administration at K S School of Engineering & Management under Viswesvaraya Technological University, Belgaum has successfully completed the project 'A Study on Determining Social Media Marketing for Paper Play' between 26th March, 2022 to 7th May, 2022.

**Sincerely**



**Raksha R Karpoor**  
**Paper Play**  
**Founder & Managing Director**



**KSSEM**

# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that Mr. Sreedhar N , 1KG20BA032 is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Determining Social Media Marketing Strategies for Paperplay " is prepared by him under the guidance of Ms. V.Vidyashree , Assistant Professor , Department of Management Studies , KSSEM in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

*V. Vidyashree*

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. RAMANARASIMHA

Principal/Director

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

Viva-voce Examination

Date:

*28/10/22*

*V. Vidyashree*  
*28/10/22*

Signature of Internal Examiner

Name & affiliation

V. VIDYASHREE

ASSISTANT PROFESSOR

KSSEM

*[Signature]*  
*28/10/22*

Signature of External Examiner

Name & affiliation

SUHAS PATEL

ASSA. PROFESSOR

ATT



**PROJECT REPORT (20MBAPR407)**  
ON  
**“STUDY ON EFFECTIVENESS OF EMPLOYEE WELFARE MEASURES  
AT STOVEKRAFT LTD HAROHALLI”**

By  
**SOUNDARYA M**  
USN: 1KG20BA033

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. SREEDHAR. N**  
**KSSEM , BANGALURU**

**EXTERNAL GUIDE**  
**Saraswathi D K**  
**HR manager**  
**Stovekraft Ltd**



**KSSEM**  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**July - 2022**





DATE: 19/07/2022

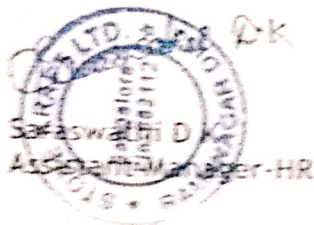
### CERTIFICATE

This is to certify that Ms.Soundarya M with USN 1KG20BA033 pursuing her Master in Business Administration at K 5 School of Engineering and Management, Visvesvaraya Technological University, Belagavi, has successfully completed her Project work on Effectiveness of Employee Welfare Measures at Stove Kraft Ltd., from 01/05/2022 to 31/05/2022.

She was disciplined and displayed keen interest in learning the HR aspects during her training period, besides being regular and punctual.

We wish her great success in her future endeavours.

For Stove Kraft Ltd.



Stovekraft Limited  
100, Hindustan Nagar, Bangalore - 560022  
Ph: 9845678901, Fax: 9845678902  
www.stovekraft.com

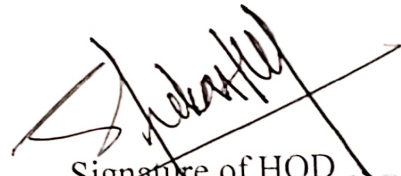


**CERTIFICATE**

This is to certify that Ms. **SOUNDARYA M** bearing USN **1KG20BA033** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "A Study on Effectiveness of Employee Welfare Measures at Stovekarft 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

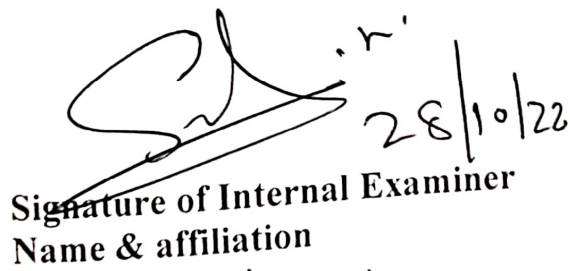
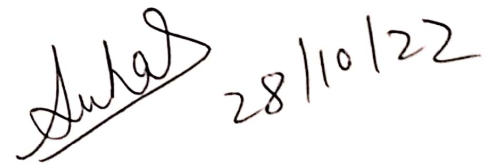

Signature of HOD  
Professor & HOD-MBA,K.S. School of Engineering & management,  
#15, Mallasandra, Off. Kanakapura Road,  
Bengaluru - 560 109


Signature of Principal

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

Viva-voce Examination

Date:


Signature of Internal Examiner  
Name & affiliationSreedhar. N  
KSSEM.

Signature of External Examiner  
Name & affiliationSUHAS PATEL  
AIT, B'lore



**PROJECT REPORT (20MBAPR407)**

On

**"AN EMPIRICAL STUDY ON CUSTOMER AWARENESS ON FIRE INSURANCE  
POLICIES WITH SPECIAL REFERENCE TO PARSONS NUTRITIONALS PVT LTD"**

By

**Sumanth H C**

**USN: 1KG20BA034**

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**

**Management Studies**

**KS School of Engineering and Management**

**EXTERNAL GUIDE**

**Mr.Chidanand Salagare**

**Assistant manager**



**KSSEM**

**Department of Management Studies**

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

**July 2022**



# 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



20 June 2022

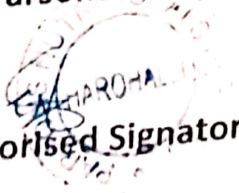
## Project Certificate

This is to certify that Mr. Sumanth H C bearing registration number 1KG20BA034 from K S School of Engineering and Management has undergone "An Empirical Study on Customer Awareness on Fire Insurance Policies with special reference to Parsons Nutritionals Private Limited. Harohalli, From 26<sup>th</sup> March 2022 to 12<sup>th</sup> May 2022.

During the period of the said programme he was exposed to different areas and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

**For Parsons Nutritionals Pvt Ltd**

  
**Authorised Signatory**





**KSSEM**

# 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.kssem.edu.in

Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408 / 9909955999

## CERTIFICATE

This is to certify that **Mr. Sumanth H C** bearing **USN:1KG20BA034** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**An Empirical Study On Customer Awareness On Fire Insurance at Parsons Nutritionals Pvt. Ltd, Bengaluru**" is prepared by him under the guidance of **Prof. Roopa Balavenu, Asst. Prof.**, 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

Principal/Dean/DAMBA

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: 29/10/22

Signature of Internal Examiner  
Name & affiliation

Dr. Shekar. H. S  
KSSEM, Bangalore

Signature of External Examiner  
Name & affiliation



**PROJECT REPORT (20MBAPR407)**

On

**A Study on "Impact of Green HRM practice on Employee job satisfaction  
at Nebo technical service private limited"**

By

**SUPREETHA H A  
1KG20BA035**

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. Sreedhar. N.  
KSSEM Bangalore**

**EXTERNAL GUIDE**

**Arun  
HR Manager  
Nebo technical service  
Private limited Bangalore**



**KSSEM**

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
JULY - 2022**



**NEBO TECHNICAL SERVICE PRIVATE LIMITED**

Date: 26<sup>th</sup> March 2022

**TO WHOMSOEVER IT MAY CONCERN**

Name: SUPREETHA. HA  
Emp.ID: Temp 021 (Intern)  
Designation: HR-Trainee Executive  
Place: Bangalore

**Subject:** Project Report on the Topic Impact of Green HRM practices on Job Satisfaction.

Dear Ms. SUPREETHA. HA

This is certifying that Ms. SUPREETHA. HA been associated with our organisation from 26<sup>th</sup> March 2022 to May 07<sup>th</sup> 2022.

We have pleasure in informing you that, you are being Identified to work as Intern Trainee in Our esteemed organisation for period of 6 - weeks starting from 26<sup>th</sup> March 2022.

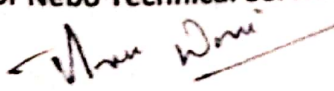
While on assignment, you will observe and respect the rules and regulations with regards to working hours, discipline and work norms, as applicable to **Nebo Technical Services India Ltd.** You will devote yourself exclusively to the business of the company.

You will not at any time without the consent of the Business Head of the company, disclose or make public, except on legal obligations any information regarding the company affairs or administration or development / research carried out whether the same may be confined to you or become known to you in the course of assignments.

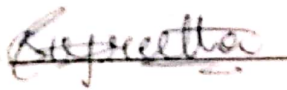
Please return a signed copy of this letter as an acknowledgement of the above terms and conditions.

We wish you all the best during the deputation period.

For Nebo Technical Service PVT LTD.

  
Arun Kumar Dorai  
Director – HR



Employee Signature: 



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 - 560 019, www.kssem.edu.in  
Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408

**CERTIFICATE**

This is to certify that Ms. SUPREETHA H A bearing USN **1KG20BA035** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “A Study on Impact of Green HRM Practices on Employee Job Satisfaction at Nebo Tech Service 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

Signature of Principal

Viva-voce Examination

Date: 28/10/22

Signature of Internal Examiner  
Name & affiliation

KSSER

Signature of External Examiner  
Name & affiliation

SUHAS PATEL (Asst Professor)  
AIT, B'lore.



**PROJECT REPORT (20MBAPR407)**

on

**“A Study on Career Planning and Development at Tasa Foods Pvt Ltd”**

By

**V S BHAVI  
1KG20BA038**

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. Sreedhar.N.  
KSSEM, Bengaluru**

**EXTERNAL GUIDE**

**Mr. Afreed  
HR Manager  
Tasa Foods Pvt Ltd**



**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT  
BENGALURU- 560109  
July - 2022**



Date: 16.05.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.V.S.BHAVI,(USN:1KG20MBA038) a student of MBA in K.S School of Engineering & Management has Satisfactory completed 42 Days (27<sup>TH</sup> MAR 2022 TO 7<sup>TH</sup> MAY 2022 ) Internship 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

*P. S. S. S.*

Authorized Signatory







# 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 - 560 019, www.kssem.edu.in  
Tel : +91 80 28425012/013/163, Fax : +91 80 28425164, Mob : 8884444408

## CERTIFICATE

This is to certify that **Ms. V S BHAVI** bearing USN **1KG20BA038** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Career Planning and Development at Tasa Foods 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

Viva-voce Examination

Date: 28/10/22

Signature of Internal Examiner  
Name & affiliation

Sreedhar N  
Asst. Prof  
KSSEM

Signature of External Examiner  
Name & affiliation

SUHAS PATEL  
ASST. Professor.  
AIT, Blire.



**PROJECT REPORT (20MBAPR407)**  
on  
**“A STUDY ON TRAINING MANAGEMENT SYSTEM AT PAGARIYA  
FOOD PRODUCTS PVT PLD”**

By  
**TEJASWINI Y B**  
**1KG20BA037**

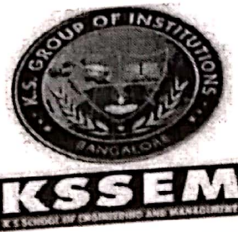
Submitted to  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



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

**INTERNAL GUIDE**  
**Prof. SREEDHAR. N**  
**KSSEM, BENGALURU**

**EXTERNAL GUIDE**  
**MRS. MAMTHA BHARADWAJ**  
**HR Manager**  
**PAGARIYA FOOD PRODUCTS**  
**PVT LTD**



**Department of Management Studies**  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
**BENGALURU- 560109**  
**(July - 2022)**



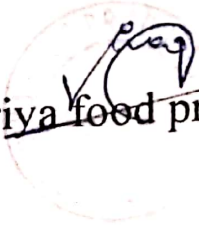
7 MAY 2022

## PROJECT CERTIFICATE

This is to certify that Ms. Tejaswini Y B bearing registration number 1KG20BA037 from K S School of engineering and management has undergone **A Study on training management system** at our organization between **26<sup>th</sup> march 2022 to 7<sup>th</sup> may 2022.**

During the period of the said program she was exposed to different areas and was found diligent, hardworking and inquisitive .

We wish her every success in her life and career.

For Pagariya  food products Pvt ltd



# 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.kssem.edu.in

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

## CERTIFICATE

This is to certify that Ms. **TEJASWINI Y B** bearing USN **1KG20BA037** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Training Management System at Pagariya Food Products 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

Date: 28/10/22

Viva-voce Examination

Signature of Internal Examiner  
Name & affiliation

Sreedhar  
Asst. Prof  
KSSEM

Signature of External Examiner  
Name & affiliation

SUHAS PATEL  
ASST-Professor  
AIT, Bllore.



**PROJECT REPORT (20MBAPR407)**

On

**“AN EMPIRICAL STUDY OF MUTUAL FUND INVESTOR PERCEPTION IN  
BANGALORE” (FREELANCE)**

By

**NATRAJ S**

**USN: 1KG20BA039**

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*  
**EXTERNAL GUIDE**

**INTERNAL GUIDE**

**PROF. ROOPA BALAVENU  
ASSISTANT PROFESSOR  
MANAGEMENT STUDIES  
KSSEM, BANGALORE**



**KSSEM**

**Department of Management Studies  
K. S. SCHOOL OF ENGINEERING AND MANAGEMENT BENGALURU- 560109  
July 2022**





SSEM

# 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. Natraj S** bearing **USN:1KG20BA039** is a bonafide student of Master of Business Administration course of the Institute 2020-2022 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"An Empirical study of Mutual Fund Investor Perceptions with special reference to Bengaluru"** is prepared by him under the guidance of **Prof. Roopa Balavenu, Asst. Prof.**, 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: 29/10/22

Signature of Internal Examiner  
Name & affiliation

Dr. Shekar. H. S  
K.SSEM, Bangalore

Signature of External Examiner  
Name & affiliation

