

PROJECT REPORT ON

“A study on customer opinion on Customer Relationship Management with special reference to Vishal Mega Mart Tumkur.”

Submitted by

Mr. SHIVANANDA S

(1SV21BA038)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE:

Dr. K S RAMAKRISHNA

B.A, MBA, M.Phil,
Head of the Department,
Department of MBA
S.I.E.T, Tumkur.

EXTERNAL GUIDE:

Mr. GNANESHA H

B.E, MBA
Store Manager
Vishal Mega Mart
Tumkur.



DEPARTMENT OF MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumakur-572106, Karnataka.

2021-2023

AIRPLAZA RETAIL HOLDINGS PRIVATE LIMITED
VISHAL MEGA MART
35 BH ROAD TUMKUR
KARNATAKA -572101



CERTIFICATE

This is to certify that

Mr. Shivananda.S
(A STUDENT OF MBA)

SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY SIRA ROAD
TUMKUR-572106

Were provided with facilities to do Project at AIRPLAZA RETAIL HOLDINGS PVT LTD,
TUMKUR as per following details.

PROJECT TITLED

**"A STUDY ON CUSTOMERS OPINION ON CRM" WITH
SPECIAL REFERENCE TO VISHAL MEGA MART TUMKUR**

UNDER THE GUIDANCE OF

Mr. Gnanesh H

STORE MANAGER-VISHAL MEGAMART TUMKUR (Airplaza retail holdings Pvt. Ltd)

Duration of Project	From	17.04.2023	To	27.05.2023
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This permission to do the project was accorded as per request from the institution where the student is studying for partial fulfilment of the completion of the course.

The student showed keen interest in the training and has completed the Project. His character and conduct during the period was found as "EXCELLENT"

We wish all the best in his future endeavors.

For AIRPLAZA RETAIL HOLDINGS PRIVATE LIMITED

Store Manager
VISHAL MEGA MART
(A Franchise Store Operated By
Airplaza Retail Holdings Pvt. Ltd.,)
35 B.H. Road, Tumakuru-572 101
GST : 29AA1CA7614B1ZU
Ph. : 8448594498, 8448594499

DATE :- 29.05.2023

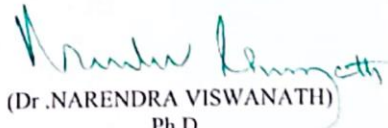
PLACE:- TUMKUR

CERTIFICATE

This is to certify that **Ms. SHIVANANDA S** bearing USN (ISV21BA028) is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Project work on **“A STUDY ON CUSTOMER OPINION ON CUSTOMER RELATIONSHIP MANAGEMENT” WITH SPECIAL REFERENCE TO VISHAL MEGA MART TUMKUR**”, is prepared by his under the guidance of Dr. K S Ramakrishna, Assistant professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of **“Master of Business Administration”** of Visvesvaraya Technological University, Belagavi.



(Dr. K S RAMAKRISHINA)
M.A, MBA, M.Phil, Ph. D
Professor and Head,
Department of MBA



(Dr. NARENDRA VISWANATH)
Ph.D
Principal
SIET, Tumakuru

Date: 02/09/2023
Place: Tumkur