PROJECT WORK 17MBAPR407
ON
A Study on Customer Satisfaction Level Regarding the CII National
Quality Summit
BY
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1AY17MBA51
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   **EXTERNAL GUIDE**
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Assistant Professor,   Director.
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Acharya Institute of technology, Soldevanahalli,

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March 2019

Director – CII IQ
<u>Place</u>: Bengaluru
<u>Date</u>: 16/02/2019

Certificate

This is to certify that **Ms. Sindhu, C. S student** of final year MBA bearing **USN No 1AY17MBA51,** student of **Acharya Institute of Technology, Bengaluru,** affiliated to Visvesvaraya Technological University, Belagavi, has successfully completed her internship project titled **A Study on 'Customer Satisfaction level regarding National Quality Summit',** starting from **03-01-2019 to 16-02-2019** at **CII Institute of Quality, Bengaluru.** During the period of her Project with us, she was found punctual, hardworking and character was satisfactory.

This project on evaluation fulfils all the stated criteria and the student's findings are her original work. We wish her all the best for her future endeavours.

....

(N DEEP)

Director – CII IQ

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

Date: 09/04/2019

<u>CERTIFICATE</u>

This is to certify that **Ms. Sindhu C S** bearing **USN 1AY17MBA51** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Customer Satisfaction Regarding CII National Quality Summit, Bangalore"** is prepared by her under the guidance of **Prof. Om Prakash C,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

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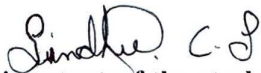ACHARYA INSTITUTE OF TECHNOLOGY
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DECLARATION

I, **Sindhu C S**, hereby declare that the Project report entitled **"A Study on Customer Satisfaction Level Regarding the CII National Quality Summit "** with reference to **"CII Institute of Quality - Bangalore"** prepared by me under the guidance of **Prof. Om Prakash C**, faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by

Mr Narain Deep, Marketing Head, CII Institute of Quality. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 12/04/2019

Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R,** beloved Dean-Academics**, Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Prof. Om Prakash C,** Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr.Narain Deep,** Marketing Head, CII IQ-Bengaluru, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore   SINDHU C S

Date: USN: 1AY17MBA51

TABLE OF CONTENT

LIST OF TABLES

LIST OF CHARTS

EXECUTIVE SUMMARY

This project work was done in CII Institute of Quality -Bengaluru. The topic which was selected is to do a project report work on " A study on consumer satisfaction level regarding the Quality Summit"

The Confederation of Indian Industry (CII) is pledged for maintaining and creating an helping environment for Indian development, government, industry and civil society by giving advisory processes. It is a non-profit and non-government industry that plays an active role in the development of India. India's premier business association was founded in 1895. The CII Quality Association is one of the authorities in the field of quality improvement and one of the best companies in the organization and industry. Over the past century, CII has provided systems, supports and tools for Indian industry to reach in a highly competitive world. People realizes that quality channels are the best possible way to improve the competitiveness of an organization.

The main purpose of the project is to analyse customer satisfaction with the Quality Summit and to study the relationship between satisfaction and CII Quality Summit recommendations. Descriptive study with samples use the sampling technique to choose a size of 100. The self-designed questionnaire is used to collect data from customers. The study shows that there is a positive significance between satisfaction and recommendations to others customer, they are satisfied with the Quality Summit and their strong recommendation to others to participate in future summits also show the preferences of various customers at the summit

1.1 Industry Profile and Company Profile

The Confederation of Indian Industry (CII) is a non-government, non-profit, industry leader and industry management organization active in India's development. Founded in 1895, India's top business associations have approximately 9,000 members, including private and public sectors such as small and medium-sized businesses There is. It is composed of indirect members of 300,000 companies in approximately 265 regional and national as well as multinational corporations.

In India it is located in 65 office among which 9 are centres of excellence and , 10 offices in abroad and 355 related organizations. Established an institutional partnership. International business and Indian industry it is reference point .

Company Profile

The CII Institute of Quality is one of the authorities and organizations in the field of quality improvement and one of the best in the industry. Over the past century, CII has provided tools, systems and support to help the Indian industry to attain in a highly competitive world. People realize that it is the best method to improve an organization's competitiveness is through quality channels.

It was originally developed by CII's Total Quality Management Department (TQMD) in the mid-1980s and has progressed into a CII quality institute . As a quality sports advocate, CII Quality is committed to enriching the lives of its members and improving their workplace by applying the tools, technologies and systems of high quality to advance the world to a greater and better dimension. The CII Quality Institute improves the performance of the organization by providing training and consultancy service by excellence of standards

It works along with numerous international organizations to deliver best practices to India. While it helps to improve some organizations overall quality in management system and providing them to win recognition such as Japan Quality Model and Demining Award.

1.2 Promoters

- Department of Science & Technology (DST), Government of India

- All Indian Council for Technical Education, Government of India

1.3 Vision, Mission and Objectives

➢ Vision

To be a Centre of Excellence of international repute that provides role model products and services for the continuous betterment of organizations and society.

➢ Mission

To evolve and leverage a Quality Movement that transforms India by offering standard solutions, creating practical insights, driving tangible results, thereby enhancing competitiveness and inclusive growth.

➢ Objectives

- Improving quality awareness and strengthening Indian company's competitiveness
- By offering training ,education and consulting services on "soft skills" related to quality processes.
- Recognize superior organizations and represent them as role models.
- To Providing competitiveness by sharing their strategies, best practices, performance.
- To develop implementation models of Quality researches are conduct in select sectors.

1.4 Products / Services profile areas of operation

To improve competitiveness and quality service CII portfolio covers wide range of services and product.

- Business for excellence
- TQM
- Comprehensive production management.

- Lean management.

- Six Sigma.

- Quality techniques and tools.

- Industrial and legal measures.

- Compliance assessment and standards

To provide better quality practices and quality system, it introduced diverse concepts in these areas. It offers a wide range of services including:

- Training and Education

- Seminars and conferences

- Coaching

- Share best practice activities

- Evaluation

- Learning assignments

- Awards / Recognition

- Small Business Cluster

1.5 Infrastructure,

- ABB Ltd sponsored the Bangalore CII Institute of Quality and is located in four acres of greenery area in the western outskirts of Garden City. It is an impressive recent building that blends with hilly territory.

- Buildings minimize green energy saving technologies, environmental protection and environmental impact.

- To add the beauty for the surroundings the landscape is designed and create a tranquil atmosphere for learning institutions.

Passive Downwind Environment Cooling (PDEC)

- CII decided not to having more energy consuming , it introduced indoor cooling system. Therefore during the phase of design architecture is integrated with PDEC

- Before developing a system a study was conducted old ancient Indian public palaces and buildings and recorded their all aspects of air quality in indoor.

- The CAD program is then designed using data recorded throughout the year to accommodate and design the building's cooling system. Basically this system captures

- the airflow and traps the 15-meter-high building into the air chamber near the wrinkles. At plenary session, air was sent to various training halls.
- The vents are used to discharge the warm air that rises. During very hot season, the micronized powder used for water spray at top of the tower which produces cooling air by mixing with incoming air and evaporates cooling. Therefore, lowering of entering temperature by 10c, by which indoor air temperature of the room becomes comfortable zone. Most important thing is, always new air will enter into the building and it cannot be recycled. Therefore oxygen will be very rich and it will be fresh as well. Even after a hearty lunch, no one feels sleepy during the conversation.

Daylight

- The entire building is designed with natural light so you do not need to use lighting power even on the most boring days. On sunny days, special blinds are designed to filter the extra light. Along with the electricity is conserved by the air conditioner, during normal operation days of the institute there will be enormous energy savings.

Water management

- The quality of the water used is very good and all water is recovered through the septic tank and back into the environment through the puddle.
- Rain falls on buildings and grounds and also flows into natural reservoirs and is absorbed into groundwater.

Building Materials

- To reduce cost and energy, all building materials are produced locally and do not use polished granite and marble. Environmentally safe materials use to build such as local stone, cement, cement, steel and recycled wood. However beautiful design and wonderful landscape provide awesome experience for the members.

1.6 Competitors Information

- NASSCOM(The National Association of Software and Services Companies)
- IBEF(India Brand Equity Foundation)
- Teri(The Energy and Resources Institute)
- IAMAI(Internet & Mobile Association of India)
- ZINNOV Management Consulting

1.7 SWOT Analysis

Strengths

1. Low operating costs.
2. Establish a distribution network in the industrial sector.
3. The existence of well-known organized activities.
4. Provide opportunities to develop business leaders
5. Review and improve strategy, process and performance

Weakness

1. Reduce the scope of technology investment and achieve economies of scale, especially in small departments.
2. The event is sponsored.

Opportunity

1. The rising income level means that the opportunities for communication with the signatories increase.
2. Higher potential customer relationships.
3. CII has contracted an agreement to cooperate in the areas of sustainable development and open trade.
4. CII is committed to creating and sustaining an environment conducive to the development of Indian industry.

Threat

1. The signatory is closely linked to the competitors.
2. Rural demand is slowing down.
3. There is no fixed financial structure.

1.8 Future growth and Prospectus

CII firmly believes that the alliance and cooperation between industry, government and the common society is the way for India's financial and social progress.

The principles of life, business standards are changing at an alarming rate. At CII, each of our work needs to be coordinated to contain and harness the power of innovation to transform communications, business and business technologies, interface learning methods, and then, to sway interests and the lives of basic residents to improve things. The basic elements for achieving this goal are a broader, growing number of perspectives and notable investments in each of the party's methodologies. Our Arrangement Warning and Advisory Management is spread across industry and industry dialogues, industry web conferences and industry government meetings, all of which are designed to make the entire strategic improvement process a business hub and increasingly empower the collar. Over the years, we have provided effective, traditional and focused forums for important discourses from different perspectives, such as fund and tax assessments, external direct investment, management accounts, protection, WTO and global exchanges, divestments, small and medium-sized efforts, Security, ethnicity and modern relations.

The annual national conference of CII has become a true interface between various government departments, academia, society and industry. It is here that the arrangers and conclusion creators meet at a typical stage to examine and conceptualize important issues that support improvements and their fair funding. This occasion gives a very good opportunity to evaluate the activities of the previous year's control, discover new plans and develop contracts for the coming year.

Since 1984, the Indian Currency Summit has been collated every year. Associated with the World Financial Seminar is South Asia's most prominent annual leader, industry and thought pioneer, and a senior agent promoting global companies and universal speculators. The considerations at the Summit revolve around India's ongoing process of change, opportunities and concerns. The casual discourse and emotions shared here are filled out as equivalent global indicators.

The foundation is a yarn that weaves an economic structure. Interest in broadcast communications, ground transportation, streets, highways, ports and aircraft terminals has become a key goal for India's efforts to maximize its benefits from currency changes. The CII Foundation Committee seeks to establish an open private organization to achieve good strategy development and faster planning operations, with the idea of combining the company's administrative capabilities and capabilities with government budget assets and coverage. Financial experts agree to legal and administrative methods to mitigate harm, asset preparation and coordination of key countries are fundamental issues that CII is constantly addressing when working with governments and businesses.

CHAPTER 2

Conceptual background and Literature review

2.1 Theoretical background of the study

Market

The market is made up of potential customers who share specific needs and wishes be able to participate in the exchange and also meet the needs and wishes.

MARKETING

These companies will attract customers' attention when purchasing goods and services. The process is generally called marketing. It involves sales skills, business communication, business development. Marketing established an effective customer relationship and created a create value for customers.

This is a process of identifying customers, satisfying customers and keeping customers. Keep in mind that customers are concerned about their activities, so marketing management is seen as a major part of business management.

Consumer satisfaction

Customer satisfaction means how to provide products and services the company meets its earnings expectations for its customers. It is considered a key performance the metrics within the business scope are also a quarter of the balanced scorecard.

The company's business competes for customers, so customer satisfaction is regarded as the main business. Key differentiation factors are also a more important key element of business strategy. When a company increases its bargaining power, its importance will decrease. Verizon will participate in an oligopolistic industry with only a handful of suppliers the existence of a service or product.

Customer satisfaction means it provides cross-channel metrics to measure service providers from the customer's point of view, advantages and disadvantages. This customer satisfaction is central to marketing thinking and practice.

Customer satisfaction is essentially called multidimensional and multiplicity experience with service providers.

It involves achieving higher target satisfaction.

4P's of MARKETING

The components of the marketing mix are as follows:
- Product
- Price
- Promotion
- Place

Customer preference

Customer preferences are nothing more than subjective or personal tastes, measured by the effectiveness of goods and services. Allow customers to rank these items based on the various utilities they provide to their customers. Preference is considered independent income and price.

The ability to purchase goods does not determine customer preferences and preferences. From then on, the fundamental basis of various needs is how the customer models which performed. Customer preferences depend on culture, education and personal taste among many other factors.

Need customer satisfaction

- Improve business activities and their critical equipment.
- Find the benefits that they believe are most important to the business.
- Allow the customer to really expect something.
- Learn more about objections and what customers think about it.

Customer satisfaction advantage

- Feedback: This is one of the main advantages of customer satisfaction. The feeling from the customer is one of the important components of the customer, dealer and other changes.
- Benchmark results: This can be obtained by conducting surveys that compare time-varying data with baseline data.

- Customer satisfaction creates a price advantage.

- Corporate crises may be limited by customer satisfaction.

- Satisfied customers will generate new customers, which is one of the important advantages.

- Customer satisfaction also encourages final purchases.

- Customer satisfaction leads to successful innovation.

- Customer maintenance is also one of the examples to avoid client redirection.

Customer satisfaction approach

- Communication: Customer satisfaction is one of the very important goals of the creator, so he needs to compare with the customer price, individual, etc.

- Conduct customer critics meetings: necessary customer surveys must be conducted. Customer surveys include complete details and data.

- Research dissent and praise

- Set up a customer hotline.

- Search the Internet for more information and overview.

2.2 Literature review with research gap

Author/Researcher	Title of the Article/Study	Objectives, Outcomes or Findings	Gap Identified
Tauno Kekäle, Ingrid Fecikova, Natalia Kitaigorodskaia (2004)	To Make It Total Quality Management over Subcultures	This article first considers the group's thoughts and existence and analyses the difficulties through two studies that the author has done. The cultural changes that occurred after the introduction of TQM through other studies were then resolved.	Overall quality control is inevitably accompanied by a change in organizational culture, which appears to be a key area of success for all TQM operations
Henning-Thuran, T Klee, A (1997)	A Study of the Impacts of Service Quality on Relationship Quality in Search-Experience-Credence Services	Customer loyalty is the way to an organizations prosperity and long-term intensity. The global motivation behind this setting is to create hypothetical reason for looking at the client Maintenance techniques	Employee and customer interaction that is related to relationship marketing that service environment and the service outcome
David M. Szymanski and David H. Henard (2001)	Customer Satisfaction: A Meta-Analysis of the Empirical Evidence	The authors directed a meta-analysis of the reported satisfaction of the customer survey results. They recognized that fairness and uncertainty are closely associated to the satisfaction of customers. It was found that the dimension of measured features and	These mixed discovery and managers are increasingly focused on customer satisfaction,

		methodological features often mitigate the strength of the association among fulfilment and its pasts and results.	which demonstrates empirical evidence of customer satisfaction to assess the value of current knowledge.
Wilska (2001)	New Technology and Young People's Consumer Identities	The study has specified that the addictive use of new technology is common among the young generation and is associated to fashionable and impulsive consumption styles	It is related to trendy and impulsive consumption styles
Cardozo, R. N. (1965)	An Experimental Study of Customer Effort, Expectation, and Satisfaction	The researcher feels that for developing Customer's satisfaction is the firm needs to make the customer speed a considerable time with it and they should also try to gain their faith towards the product	Customer's satisfaction
Alarcon, Nicolas, Lafuente (2012):	Customer Experience Assessment: Forgotten Effects	The main aim of this study is to subsidize with innovative tools to customer experience management, because the importance that is reaching this area in business and academic world.	Customer Experience Management

Kamal Naser, Ahmed Jamal (2002)	Customer satisfaction and retail banking: an assessment of some of the key antecedents of customer satisfaction in retail banking	Understanding the satisfaction of customer outcomes is a crucial issue for both bank marketers and academics. Previous research has identified service quality, expectations, uncertainty, performance, desirability, impact and equity as important pioneers in customer satisfaction.	The survey results show that the core and relationship dimensions of service quality are related to customer satisfaction.
Keith Dinnie, Gianfranco Walsh, Klaus-Peter Wiedmann (2005)	How do corporate reputation and customer satisfaction impact customer defection?	This paper analyse that whether the customer satisfaction and corporate reputation are associated directly using modelling of equation with customer intention.	Corporate reputation and switching intent are not meaningful but weak relationships.
Kotler (2000); Hoyer & MacInnis (2001)	The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention	Keeping customer happy is the titanic point of preference to associations,. Satisfied customer will most likely stay immovable, use progressively and will presumably endorse their colleagues to the business	Satisfied customer will always stay with the organization and they are not ready to move towards other business.
Zeithaml and Berry (1985	A Conceptual Model of Service Quality and Its Implications for Future Research	The quality of tangible goods is explained and measured by marketers, and service quality is largely uncertain and untapped. The authors would like to correct this situation by reporting on insights gained from extensive research into the quality of the four service	Measuring the quality of the service a provider must understand the different that existed between the expectancy of

		businesses and developing a service quality model.	a Customer and the perception
Hunt (1997)	Corporate-customer satisfaction in the banking industry of Singapore	Customer satisfaction has also been defined as " an assessment rendered that the (consumption) experience was at least as good as it was supposed to be".	customer satisfaction
Gordon H.G. McDougall, Terrence Levesque (1995)	Service quality, customer satisfaction, and customer value: A holistic perspective	Customer retention and customer satisfaction are crucial for retail banks, and analysed the various requirements of future intentions and customer fulfilment in the retail banking sector	Customer retention
Raya Vilchez (2009)	The importance of the Indicator of Satisfaction Chosen by Raya Vilchez(2009)	The terms used to measure competition in developed countries is service and quality of goods and for some extent in terms of prices.	The general estimates are very similar, but it is observed that the effect of some explanatory variables can be very different because each indicator has certain characteristics.

Eneizan B.M. (2016)	Effect of Green Marketing Strategy on Customer Satisfaction in Jordan	In Jordon the present paper are planning to investigate main important green marketing based on customer satisfaction	green marketing and customer satisfaction will be similar
Stephen Y. Walters(2003)	The New Telephony-Technology, Convergence, Industry Collision	For telecommunication the change and competition is not a new issue but because the advancement of internet forced a drastic change in the telephone business.	Competition and change
Bhave and Ashish (2002)	Customer Satisfaction Measurement	Companies can better understand customer perceptions and identify behaviours that meet customer needs. They can determine their strengths and weaknesses by comparing them with the competitors, draw future progress and improvement paths. It helps to measure customer satisfaction.	Maintaining your existing customers is much cheaper than gaining new customers. Loyal customers buy more products and help. Get more business opportunities by recommending products to others.

CHAPTER 3

Research Design

3.1 Statement of the problem

The main aim of the project is to know the level of satisfaction of the customer on the CII National Quality Summit and also study the expectation of the different customer from and also it tells about how to fulfil the gap between the expectations and the present facilities which are available. CII is famous players in the area of service sector desires a conduct on the wants of the customer, their satisfaction level and also dissatisfaction level and this will help for future summit.

This study mainly gives impact on the preferences and satisfaction level of customer towards the future Quality Summit which will be conducted by the CII.

3.2 Need for the study

The Customer Satisfaction Survey is a systematic method of collecting, analysing and operating customer data, delivering the results to the organization, and conducting a satisfaction survey as a management information system through performance evaluation. Customer voices are continuously captured from the customer's perspective.

3.3 Objectives

- To find out the degree of satisfaction among the various delegates who attended the National Quality Summit 2018 held by the CII.
- To gather and evaluate views and expectation of the customer/delegates for improving the future summit.
- To make sure that company's management aware of their customer/delegates dissatisfaction part.
- To find out which main area of customer dissatisfaction.
- To increase the communication and understanding with customer/delegates to keep them satisfaction.

3.4 Scope of the study

This study is conducted on CII Institute of Quality in Bangalore. The study is related to customer/delegates satisfaction with respect to the CII National Quality Summit. And it does not only describe the satisfaction of the delegates but also provide valuable suggestion to the CII Institute of Quality for their future summits.

3.5 Research methodology

Descriptive research:

This study is answering numerous question start with what, who, where, how and when this research is very hard as well as it estimate eminent degree of high qualified skills understand and answer the problem. In this study, I have used descriptive research design to the conduct a survey on customer/delegates satisfaction towards the CII National Quality Summits

Research Design:

Study design, while carrying out the first step in learning to use methods. It is the collection and evaluation of the overall planning of data research study. Therefore, it is to develop, evaluate, and control of organized research methods, systematic approach.

A good balance and good planning can prevent the study design and the best way to collect the results obtained irrelevant data.

Sources of Data:

The data was collected by using primary and secondary sources.

Methods used to collect primary data is questionnaire

- Observation
- Questionnaire

Secondary data are collected using these methods

- Text Books
- Journals

- Articles
- Websites
- Publications of the company

Sampling Design

- **Sample size**

  The sample size consist of 100 respondent who are the participants of the Summit

- **Sampling technique**

  The sampling techniques are the convenience sampling technique those are obtained by selecting population unit for the study. This study refers to the people being examine those are selected neither by probability nor by finding.

Questionnaire: structured questionnaire is used with open ended questions and Likert scale rating questions are being used.

3.6 Hypotheses

TESTING OF HYPOTHESIS

Null hypothesis(Ho)= There is no significant correlation difference between beneficiary of information and selection of speakers

Alternative hypothesis (H1)=There is significant correlation between beneficiary of information and selection of speakers

3.7 Limitations

The survey was conducted with only 100 customers. So the perception of each and every customers many vary with whole population so according to me there are several limits which might be available in this study.

- The sample size is small compare to the population
- The sample size of the study is limited to 100 respondents.

- Respondents in many gave false responses due to fear in the company which has been majorly influenced the results.
- Duration of the project is not sufficient to collect data from whole population

3.8 Chapter scheme.

CHAPTER 1: INTRODUCTION

It tells about Overview of the industry profile and company profile and also include the detail of the promoters, and also mission ,vision and & Quality Policy of the company. And also it briefs about the service and product, with the information of infrastructure facilities, SWOT analysis, competitors information, and its Upcoming growth and prospects of company.

CHAPTER 2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

It includes theoretic contextual of the study, and Literature review with the research gap

CHAPTER 3: RESEARCH DESIGN

It includes problem statement, needs, objectives and scope for the study, and also methods of research, hypothesis and limitations of the study,

CHAPTER 4: ANALYSIS AND INTERPRETATION

It includes data interpretation and data analysis with appropriate tables and charts.

CHAPTER 5: FINDINGS, CONCLUSIONS, SUGGESTIONS

It includes summary about findings suggestion and conclusion of the study.

Chapter 4

Analysis and Interpretation

Table No 4.1 Age group of respondents

Age group	No of Respondents	Percentage
18-20	5	5
20-30	25	25
30-40	22	22
40-50	28	28
50-60	16	16
60 and above	4	4
Total	**100**	**100**

Analysis:-

The above table shows that the age groups between the 18 to 20 years respondents are 5%, 25% of the respondent are of age 20-30 years, the group of people between the age 30-40 year respondents are 22%, 28% of respondent are between 40-50 years, the 50-60 year aged people are 16% and the 4% o respondent are above the age 60 years.

Chart No 4.1 Age group of Respondents
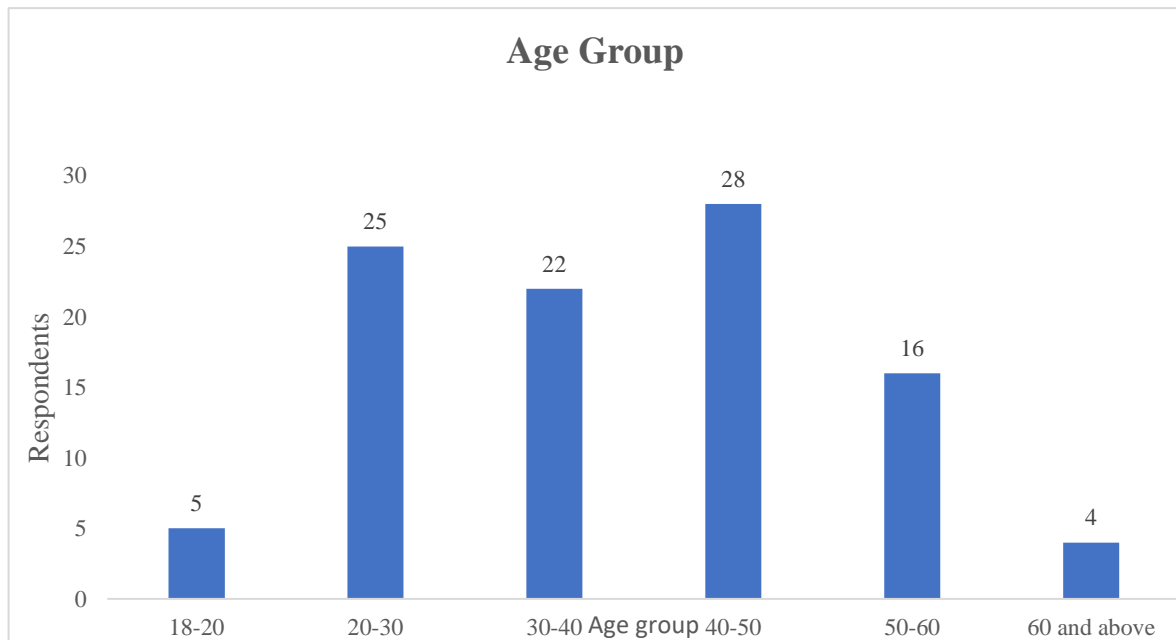
Interpretation:-

In the above table, the majority of the 100 respondents were in this age group 40-50 year old group. That's because at that age, most of the respondents are executives of the company, so CII should focus on those age groups. 60 and above age group is less because most are retired or not very active.

Table No 4.2 Years of Corporate Experience

Year	No. of Responses	Percentage
1 – 5	10	10
5 .1 -10	19	19
10.1 -15	20	20
15.1 – 20	26	26
20.1 -25	20	20
25.1 and above	5	5
Total	**100**	**100**

Analysis:-

The above table shows that the year of corporate experience between the 1-5 years respondents are 10%, 19% of the respondent are having the corporate experience between 5.1-10 years, the corporate experience between 10.1-15 years are 20%, 26% and 20% of respondent are having the corporate experience between 15.1-20 years and 20.1-25 years respectively, and the 5% of the respondent are having the corporate experience above the 25.1 years.

Chart 4.2 Years of Corporate Experience:
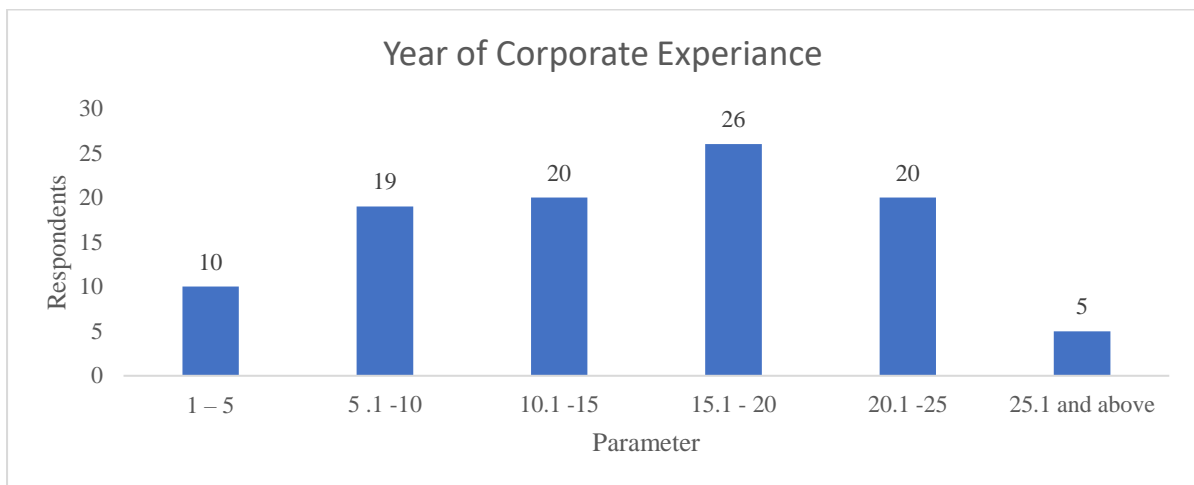
Interpretation:

In the above table, among the 100 respondents, the company has more experience between 10.1-15 years old, 15.1-20 years old and 20.1-25 years old, because they are very experienced and at the company's executive level.

Table No. 4.3 Selection of Venue

Opinion	Responses	Percentage
Inconvenient	11	11
Convenient	43	43
Very Convenient	46	46
Total	**100**	**100**

Analysis:

Here we can understand that 11% respondents are inconvenient in the choice of venue,43% are convenient, where as 46% of respondents are very convenient for the venue of the summit.

Chart No.4.3 Selection of venue
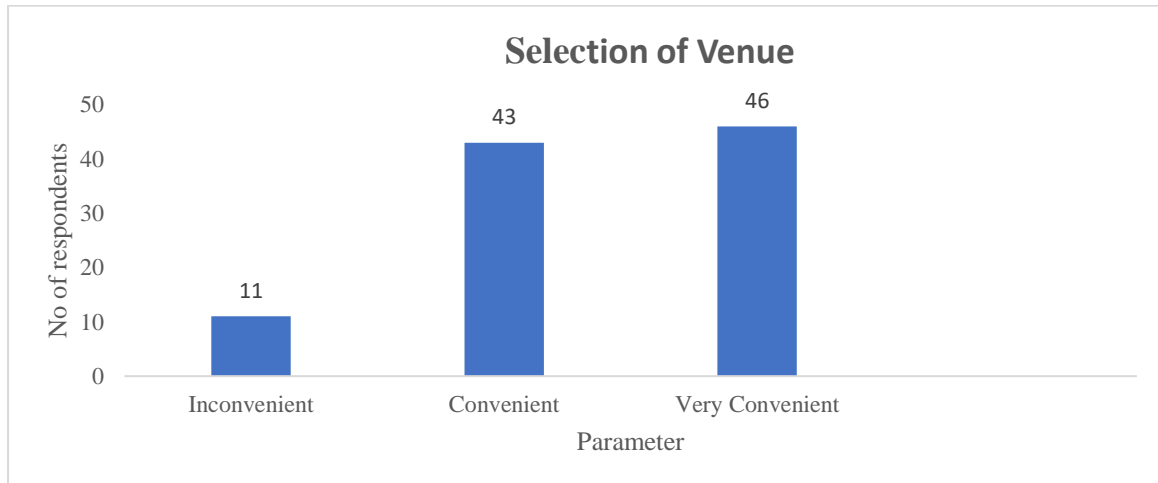
Interpretation:-

Most delegates are very convenient to choose the venue because it is very close to the airport, which means that most of the participants are outside the state.

Table No. 4.4 Registration Process.

Opinion	Responses	Percentage
Poor	3	3
Average	2	2
Neutral	11	11
High	41	41
Very High	43	41
Total	**100**	**100**

Analysis:-

3% of the peoples says that registration process was poor and 2% says it is average, 11% says it is ok and 41% and 43% of the respondents highly satisfied the registration process

Chart No. 4.4 Registration Process.
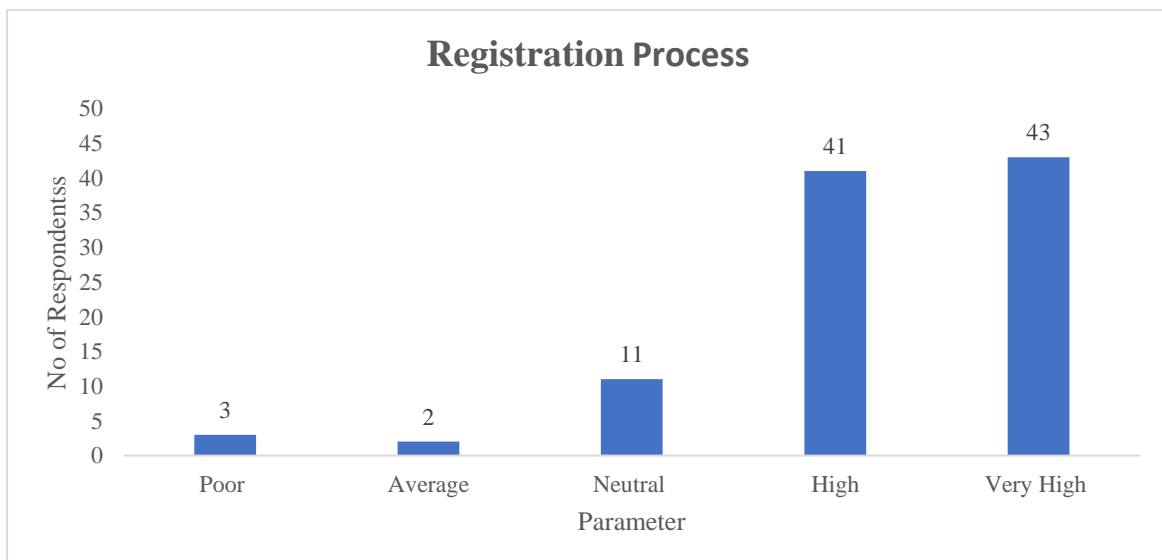
Interpretation:-

As can be seen from the above figure, the registration process of the CII Quality Summit has been highly satisfied by the respondents, so CII should focus on the same registration process and new updates.

Table No. 4.5 Innovation in Delegate Kit([Pen, Bag, Books etc..,)

Opinion	Responses	Percentage
Very Poor	2	2
Poor	6	6
Average	8	8
High	45	45
Very High	39	39
Total	**100**	**100**

Analysis:-

It is understand that the 39% respondents are very highly satisfied by the kit,45% of the respondent are highly satisfied, 8% says it is average, and 6% and 2% of the respondents are not satisfied with the kit.

Chart No. 4.5 Innovation in delegate kit (Pen, Bag, Book etc..,)
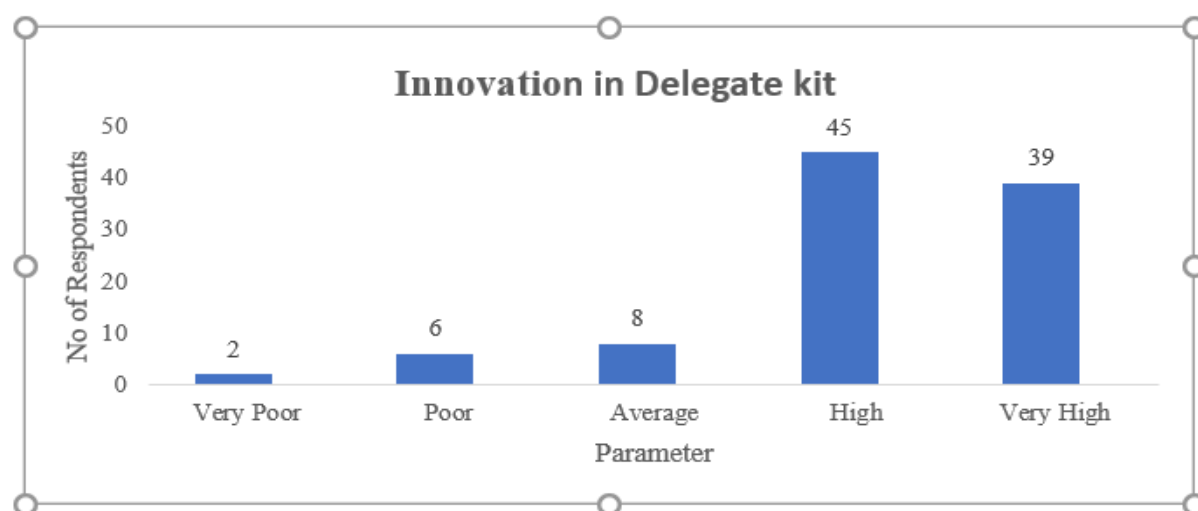
Interpretation:-

In the above chart, the delegates are very satisfied with the representative toolkit provided at the summit, which includes books, eco-friendly pens, schedules, conference hall layout plans and so on. Next, CII should focus on something more innovative. Kit.

Table No.4.6 Speaker selection in the Quality Summit.

Opinion	Responses	Percentage
Very Poor	2	2
Poor	2	2
Average	17	17
High	36	36
Very High	43	43
Total	**100**	**100**

Analysis:-

From the above table 43% of respondents are very highly satisfied by the choice of speakers in the Summit,36% are highly satisfied, and 17% of respondents says it is average and 4% of respondents are said choice of speakers are poor.

Chart No. 4.6 Speaker selection in the Quality Summit
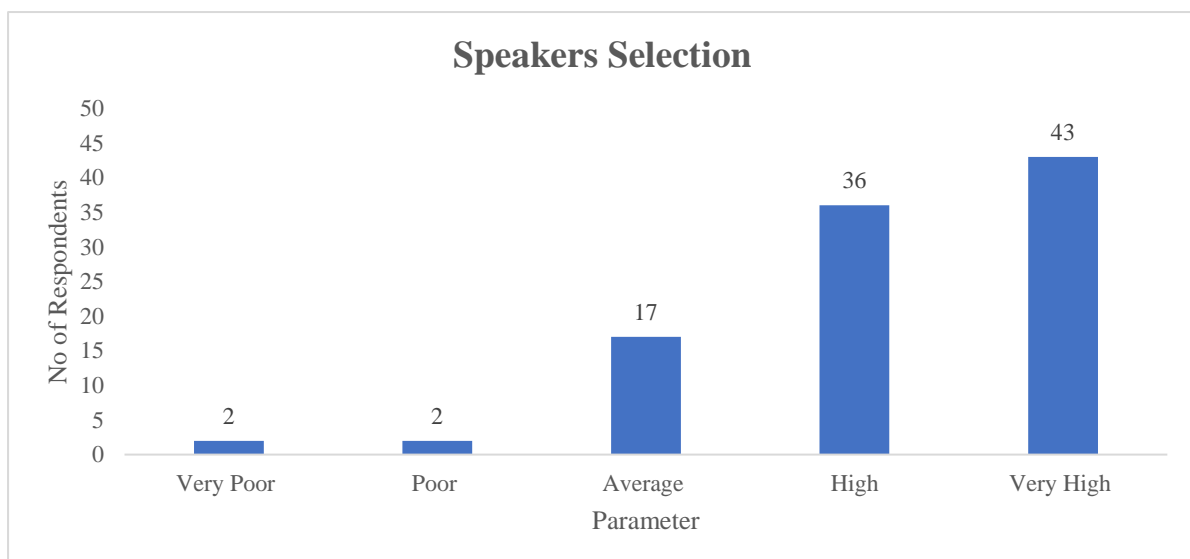
Interpretation:-

Most of the respondents were very highly satisfied with the speaker's choice. Only 17% of the respondents said that this was average and 4% said it was poor, so CII should concentrate on selecting those who are not satisfied.

Chart No. 4.7 Period of Session in the Quality Summit.

Opinion	Responses	Percentage
Very Poor	2	2
Poor	3	3
Average	15	15
High	54	54
Very High	26	26
Total	**100**	**100**

Analysis:-

By the above table 26% of the respondents very highly satisfied, where 54% are highly satisfied, 15% of them are satisfied and for the remaining 5% are not like the duration of each session in the summit they said it is poor.

Chart No. 4.7 Period of each Session in the Quality Summit.
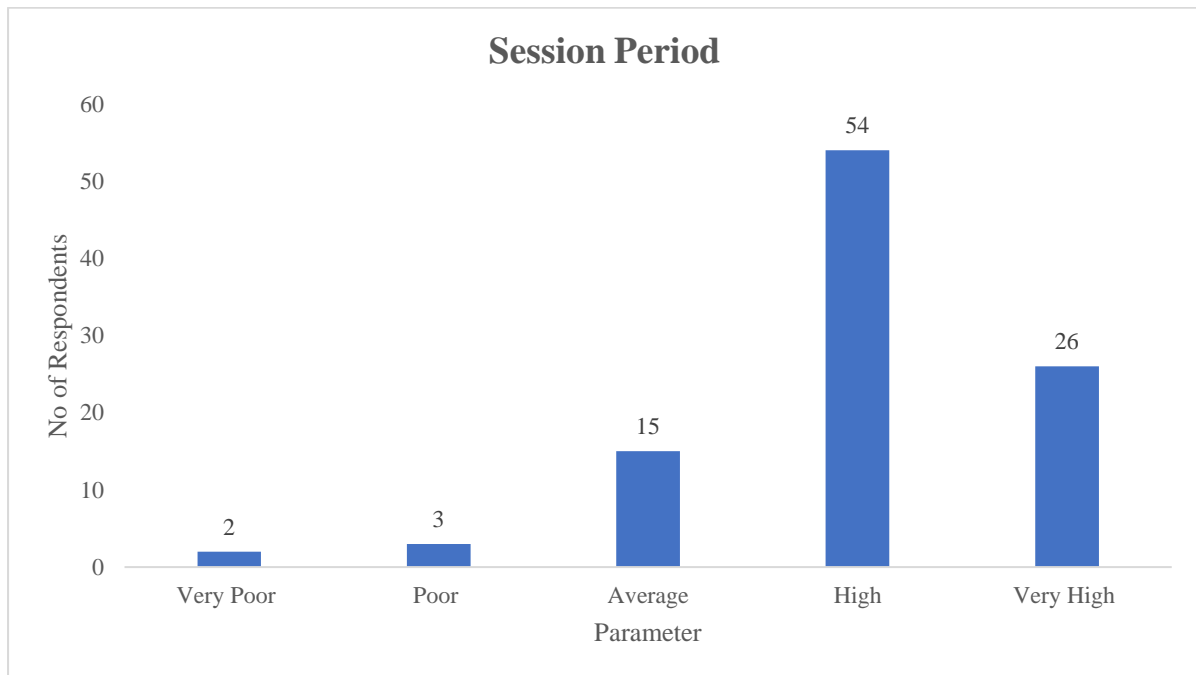
Interpretation:-

By the above chart we can understand that the duration of each session was highly satisfied by the respondents by the 54% out of 100% but 20 % are not satisfied the session period so the CII should be maintain proper timing for the future summit.

Table No. 4.8 Audience Interaction in session of Summit.

Satisfaction	Responses	Percentage
Yes	83	83
No	17	17
Total	**100**	**100**

Analysis:-

From above we can observed that 83% are not faced any problem in interacting with the speaker in the Summit session and 17% are faced some problem to interact with the speakers.

Chart No.4.8 Audience interaction in session of Summit
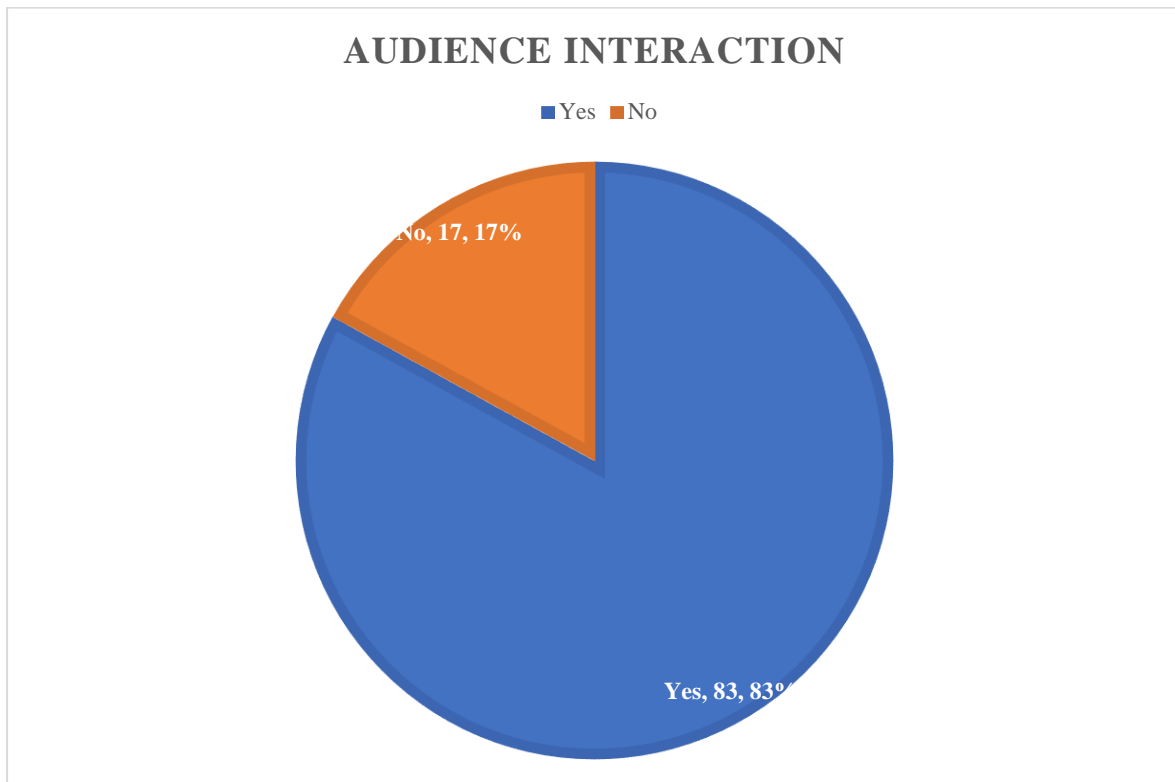
Interpretation:-

By the above chart we can understand that most of the respondents are not faced any problem in interacting with the speakers in Summit.

Table No. 4.9 About Conference Room Layout, Backdrop design

Opinion	Responses	Percentage
Very Poor	1	1
Poor	2	2
Satisfaction	12	12
High	41	41
Very High	44	44
Total	**100**	**100**

Analysis:-

From the above table About Conference Backdrop design/stage/slide banner/ advertisement 44% of respondent are very highly satisfied, 41% of the respondent are highly satisfied, and 12 % of respondent are satisfied and remaining 3% of the respondent are not happy with the Conference Backdrop design/stage/slide banner/ advertisement

Chart No. 4.9 About Conference Room Layout, Backdrop Design
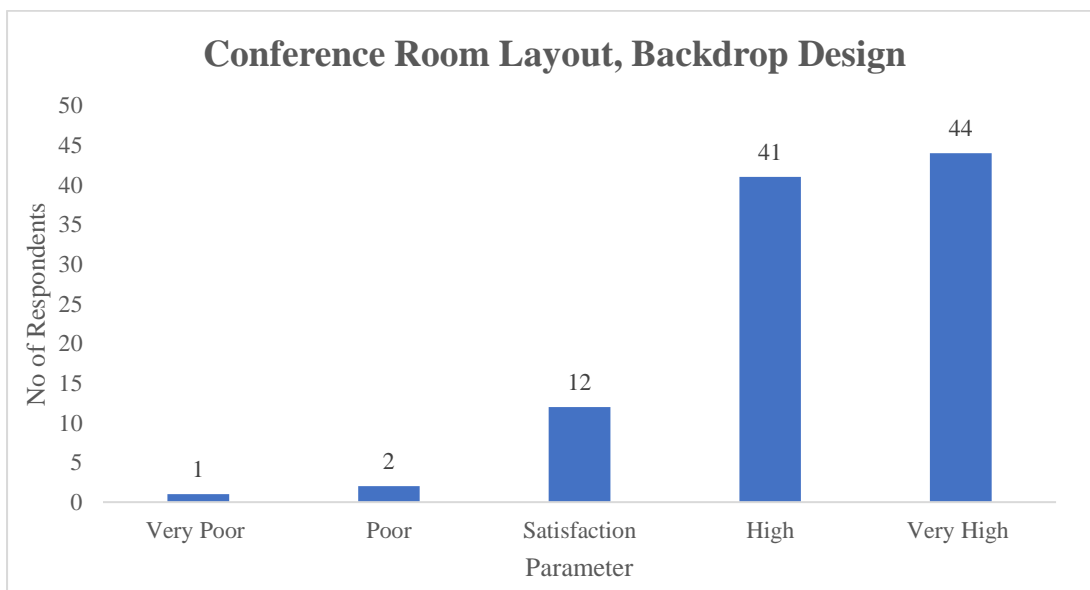
Interpretation:-

Out of 100%, 44% of the respondents are very highly satisfied with the Conference Backdrop design/stage/slide banner/ advertisement and even 41% of the respondents are highly satisfied with the backdrop design and etc and for the next quality summit they should concentrate more on the overall summit theme.

Table No. 4.10 Over all Planning and schedule of program flow.

Opinion	Responses	Percentage
Very Poor	2	2
Poor	1	1
Average	10	10
Good	42	42
Excellent	45	45
Total	**100**	**100**

Analysis:-

In this we can see that 45% of the respondents says that the overall planning and schedule of program flow was excellent, 42 % of the respondents said it was good, and 10% of the respondents says it is average and remaining 3% of the respondents are not satisfied with the overall Planning and schedule of program flow.

Chart No. 4.10 Over all Planning and schedule of program flow.
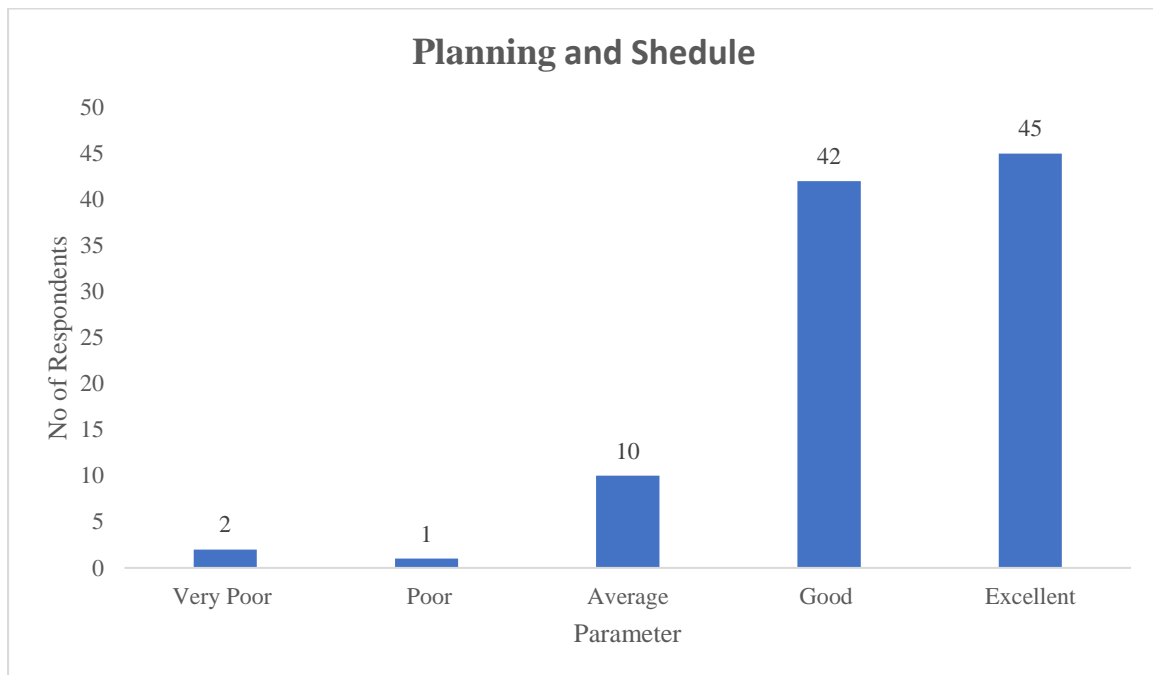
Interpretation:-

The Overall Planning and schedule of program flow was good and for the future summit they should even more concentrate on the overall planning and schedule of the summit

Table No. 4.11 Significance of stall and fun zone

Opinion	Responses	Percentage
Very Poor	2	2
Poor	3	3
Satisfaction	30	30
High	20	20
Very High	45	45
Total	**100**	**100**

Analysis:-

In the above table 45% of respondents are very highly satisfied with the stall and fun zone, 20% are highly satisfied, 30% of the respondents are satisfied, and 3% of respondents said it was poor and 2% of respondent said it was very poor.

Chart No. 4.11 Significance of stall and fun zone

Chart: Significance of Stall and Fun Zone. Y-axis labeled "Respondents" (0 to 50). X-axis labeled "Satisfaction Parameter". Values: Very Poor = 2, Poor = 3, Satsfaction = 30, High = 20, Very High = 45.
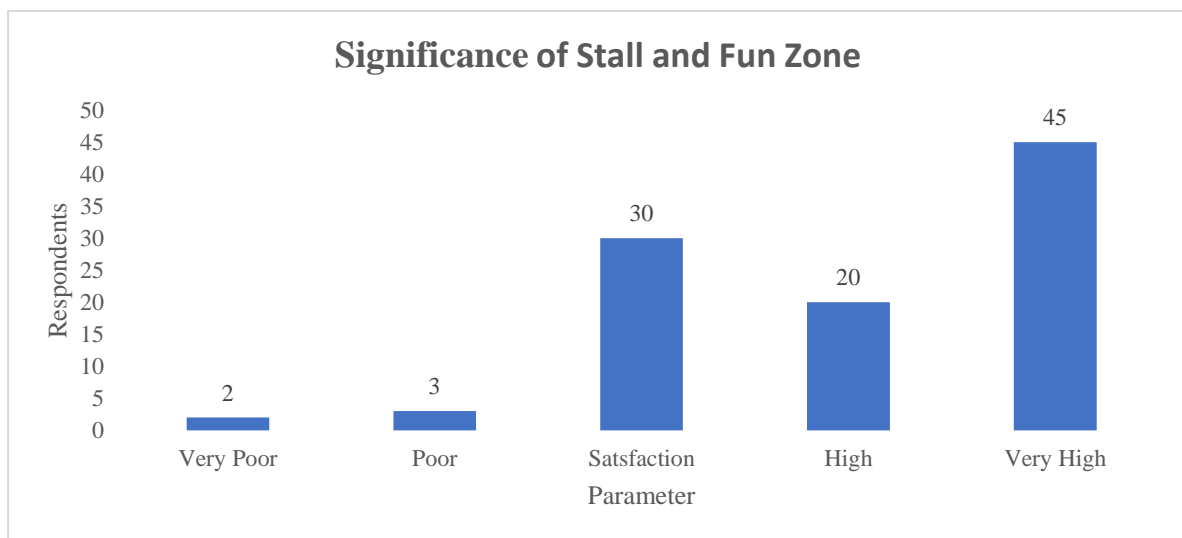
Interpretation:-

Significance of stall and fun zone is liked by the maximum respondents and even they are extremely satisfied by it and for next summit they should create more innovative stall and entertainment zone for the participants.

Table No. 4.12 Gifts and Coupons

Opinion	No of Respondents	Percentage
Very Poor	2	2
Poor	3	3
Satisfaction	8	8
High	45	45
Very High	42	42
Total	**100**	**100**

Analysis:-

Here 42% of the respondent are very highly satisfied with the gift and coupons, 45% are highly satisfied, 8 % are satisfied and only 5% of the respondents are not satisfied.

Chart No.4.12 Gifts and Coupons
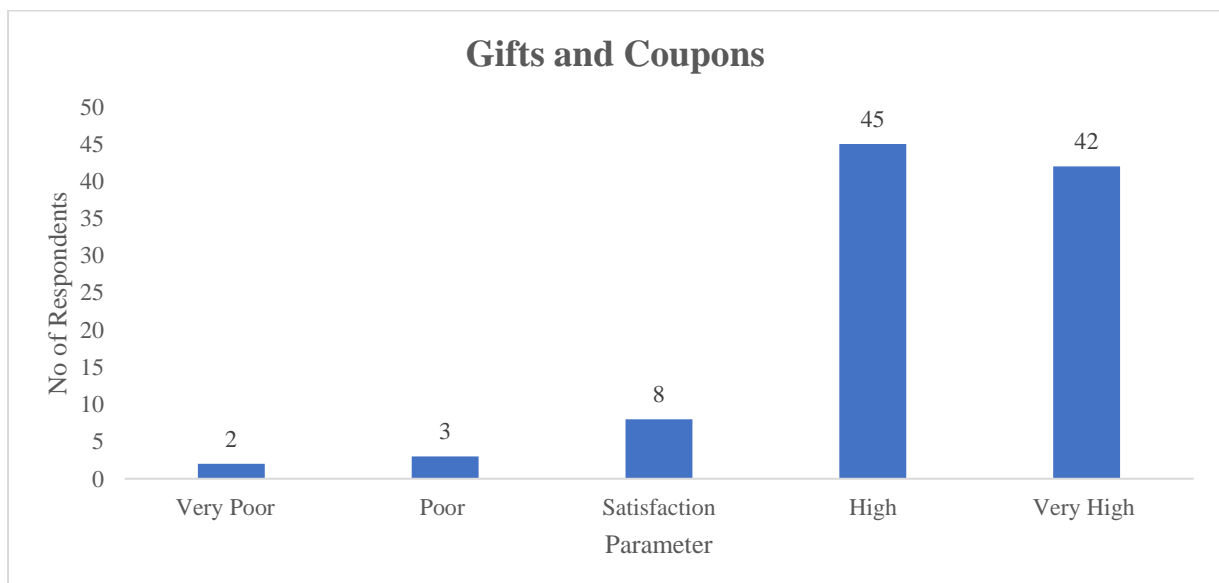
Interpretation:-

By the above table we can say that the respondents are highly and very highly satisfied with the gift and coupons which are given in the summit and also it will help for the future summit with more innovative.

Table No. 4.13 Food and Beverages

Opinion	Responses	Percentage
Very Poor	2	2
Poor	2	2
Average	8	8
Good	36	36
excellent	52	52
Total	**100**	**100**

Analysis

From the above table we can see that the 52% of the respondent said food and beverages were excellent , 36% said it was good, 8% of the respondent are satisfied and remaining 4% of the respondent are not satisfied with the food and beverages.

Chart No. 4.13 Food and Beverages.
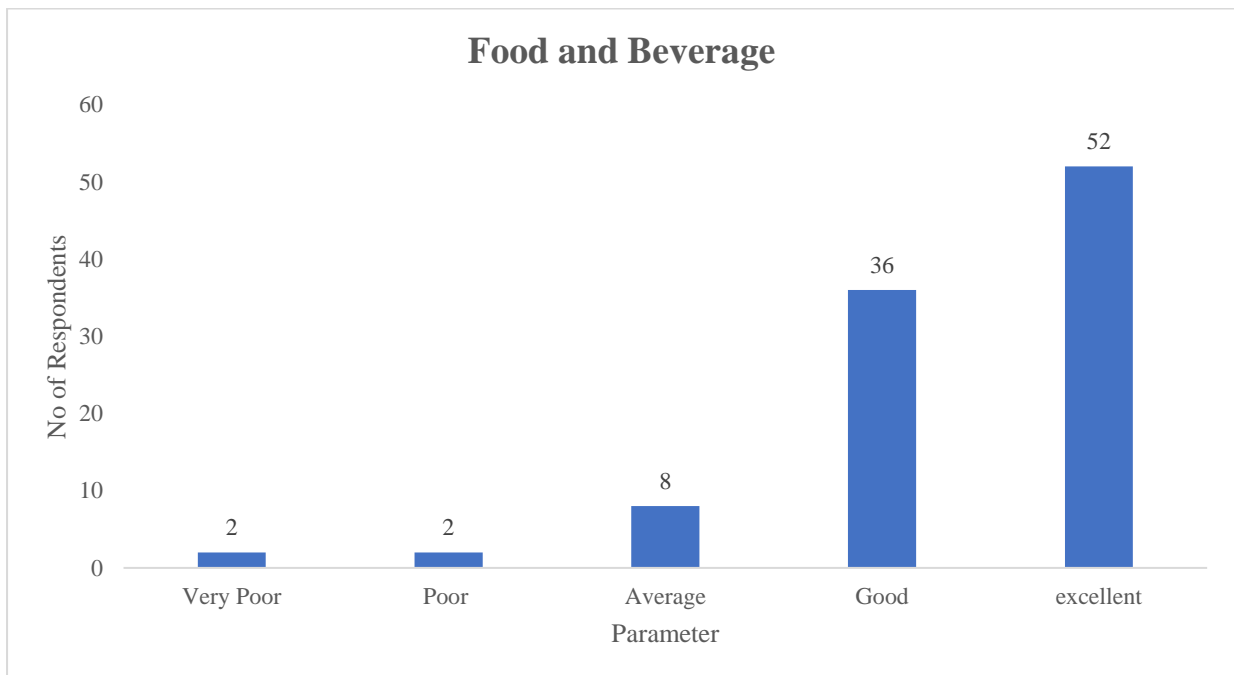
Food and Beverage

Interpretation:-

The respondents are highly satisfied with food and beverages in the Quality Summit.

Table No. 4.14 Scope of Networking

Opinion	Responses	Percentage
Very Poor	0	0
Poor	2	2
Satisfaction	15	15
High	40	40
Very High	43	43
Total	**100**	**100**

Analysis:

43% of the respondents are saying there is very high scope of networking, 40% of the respondent are saying there is high scope of networking, 15% are satisfied and only 2% of respondents are saying there is less scope and there is 2% of respondent says it is poor scope for networking.

Chart No. 4.14 Scope of Networking
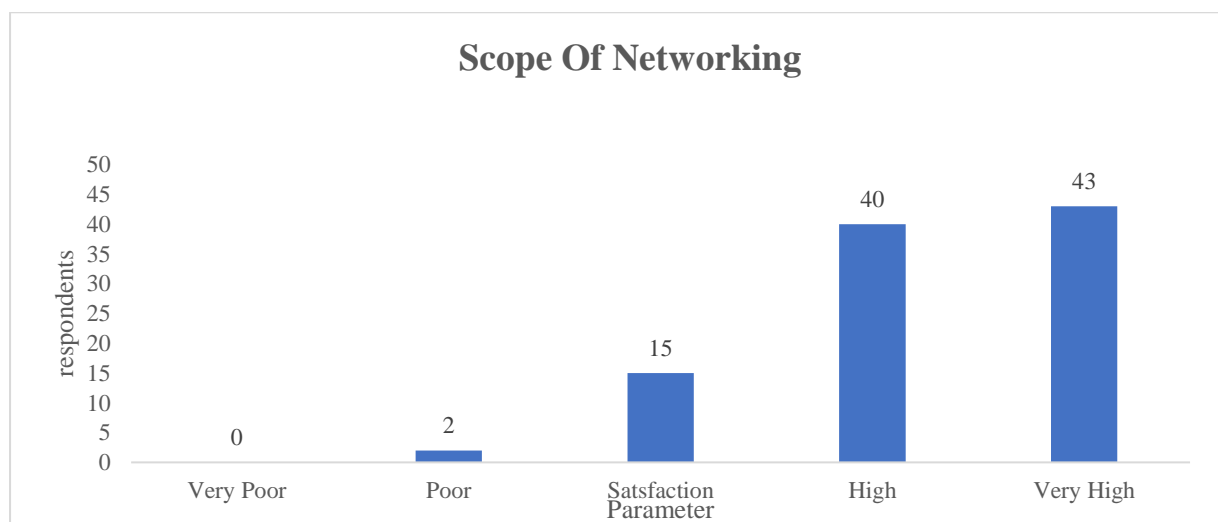
Interpretation:-

We can understand that there is a high scope of networking in the CII Quality Summit that is because most of the participants are from different states with different company it was globally meeting of the participant in under one roof.

Table No. 4.15 Award Night and Cultural Programmes

Opinion	No of Respondents	Percentage
Very Poor	2	2
Poor	3	3
Average	13	13
High	53	53
Very High	29	29
Total	**100**	**100**

Analysis:-

By the above table we can understand that 53% and 29% of respondents are saying cultural programmes are highly and very highly satisfied, 13% says it was average and remaining 2% and 3% are not satisfied with cultural programmes.

Chart No. 4.15 Award Night and Cultural Programs
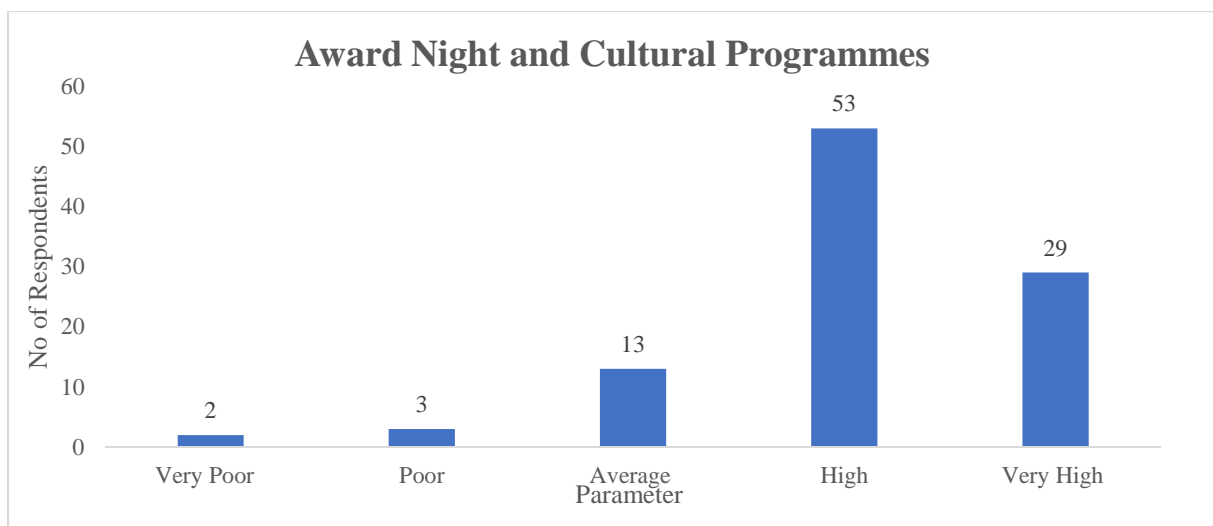
Interpretation:-

By the above chart we can say that the most of the respondents are satisfied with the cultural programmes in summit.

Table No. 4.16 Beneficiary of Information

Opinion	No of Respondents	Percentage
Very Poor	0	0
Poor	1	1
Satisfaction	16	16
High	40	40
Very High	43	43
Total	**100**	**100**

Analysis:-

Here 43% are very highly satisfied in getting the information, 40% are highly satisfied, 16% are satisfied and only 1% of respondent not get the benefits of the information in the Quality Summit.

Chart No.4.16 Beneficiary of information.
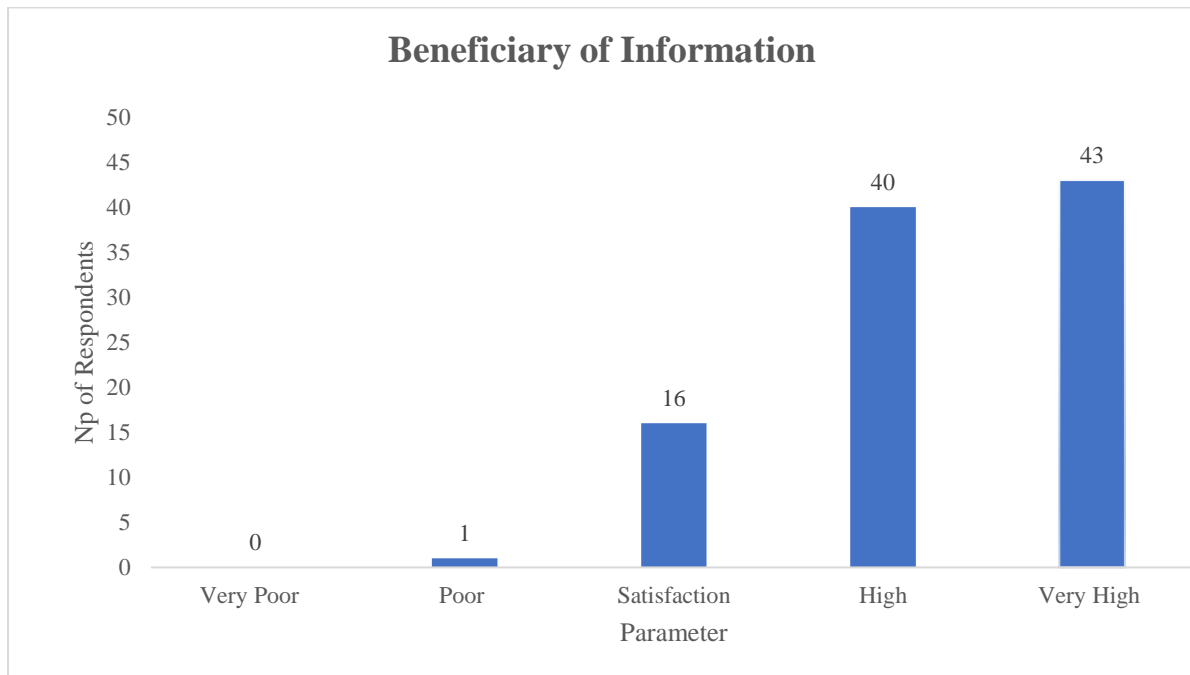
Interpretation:-

Here we can say that the most of the respondents get the benefits of the information in the summit that is because every thing will be under one roof.

Table No. 4.17 How likely the respondents recommend Quality summit to their Industry Colleague.

Opinion	No of Respondents	Percentage
Yes	93	93
No	7	7
Total	**100**	**100**

Analysis:

By the above table we can understand that 93% are saying yes they are satisfied with the

Over all Summit and only 7% say no to recommend the Quality Summit to their colleague.

Chart No. 4.17 How likely the respondents recommend Quality summit to their Industry Colleague.
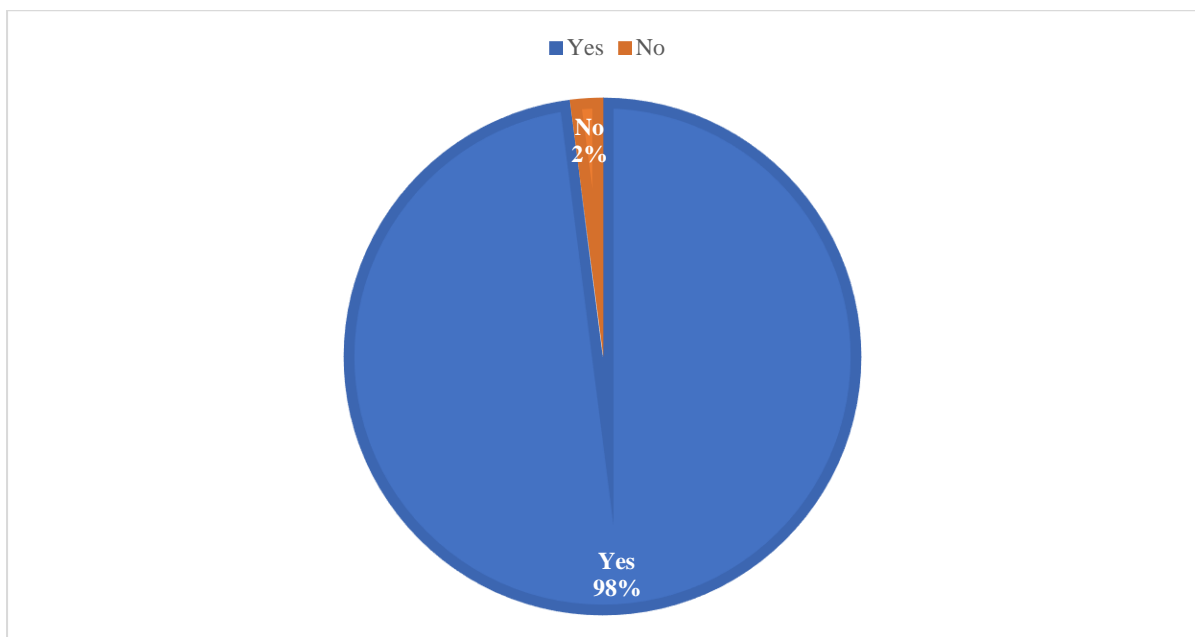
Interpretation

98% of respondents may recommend quality summits to colleagues.

Table No. 4.18 Updates From CII on Training programs/ Events

Opinion	No of Respondents	Percentage
Yes	98	98
No	2	2
Total	**100**	**100**

Analysis:-

Here 98% of the people are willing to get the updates from the CII on Training Programs and Events Only 2% are not interested in getting updates

Chart No. 4.18 Updates From CII on Training programs/ Events
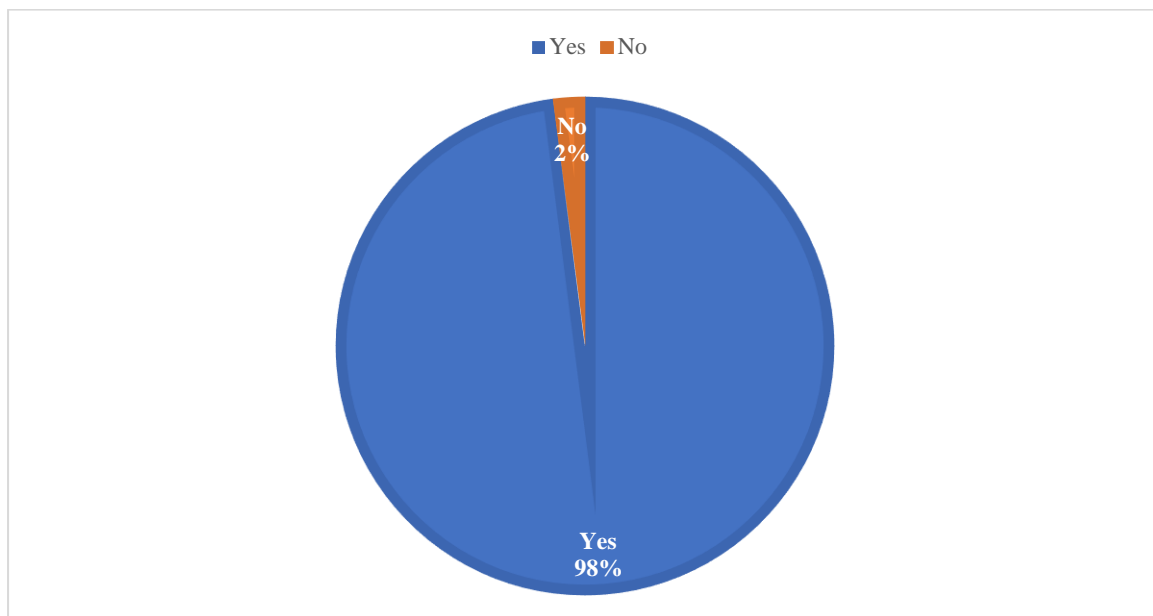
Interpretation:-

Here we can see that most of the respondents are willing to receive the updates from the CII an training programs and events this helps CII to conduct more numbers of events in future.

Hypothesis testing

Null hypothesis(Ho)=There is no significant correlation difference between beneficiary of information and selection of speakers

Alternative hypothesis(H1)=There is significant correlation between beneficiary of information and selection of speakers

Correlation

Between selection of speakers and the benefits of information

Correlations		Beneficiary Information	Selection of speakers
Beneficiary of information	Pearson Correlation	1	.945"
	Sig. (2-tailed)		.000
	N	100	100
Selection of speakers	Pearson Correlation	.945"	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation

The Pearson correlation coefficient is 0.945, hence the correlation is significant and the two variable are linearly related thus null hypothesis is rejected and alternative hypothesis is accepted. As result there is a good correlation between selection of speakers and the beneficiary of information.

Chapter 5

Findings, Conclusion and Suggestions

5.1 Summary of Findings

- Most of the 100 respondents were respondents in the 40-50 age group. That's because at that age, most of the respondents are executives of the company, so CII should focus on those age groups. The age group of 60 years and older is less because most of them are retired or not very active.

- Among the 100 respondents, most of the respondents have very good corporate experience in their respective field.

- Most delegates choose the venue very conveniently because it is very close to the airport, which means most of the participants are outside the state.

- We can see that the CII Quality Summit registration process is highly satisfied with respondents, so CII should focus on the same registration process and new updates.

- Delegates were very satisfied with the representative kits provided at the summit, including books, environmental pens, timetables, conference hall layouts, etc. Next, CII should focus on more innovative suites.

- Most respondents were very satisfied with the speaker's choice. Only 17% of respondents said that this is the average, and 4% said it is bad, so CII should concentrate on selecting those who are not satisfied.

- We can understand that respondents are highly satisfied with the duration of each meeting, 50% of the 54%, but 20% of the meeting is not satisfied, so CII should maintain proper future summit time.

- We understand that most respondents did not encounter any problems with the interaction of the Summit spokesperson.

- Of the 100% of respondents, 44% were very satisfied with the conference background design/stage/slide banner/advertising, and even 41% were very satisfied with the background design, and for the next quality At the summit they should pay more attention to the theme of the entire summit.

- The master plan and planning process are well organized, and at future summits, they should focus more on the overall planning and timeline of the summit.

- Most respondents like the importance of stalls and entertainment areas, and even they are very happy with them. At the next summit they should create more innovative booths and entertainment areas for participants.

- We can say that respondents are very satisfied with the gifts and coupons presented at the summit, and will help future summits become more innovative.

- Respondents were very satisfied with the food and beverages at the Quality Summit.

- We can understand that there is a lot of networking in the CII Quality Summit because most of the participants come from different states and different companies are global players.

- We can say that most of the respondents are satisfied with the cultural projects of the summit.

- Here we can say that most of the respondents get the benefit of information from the summit, because everything will be under the same roof.

- 98% of respondents may recommend high quality summits to colleagues.

- Here we can see that most of the respondents are willing to accept CII's updated training programs and activities, which will help CII to carry out more activities in the future.

5.2 Suggestion

- CII should focus on the age groups between 40-60 years that's is they are at the executive level.

- The selection of venue was very convenient to the delegates so they should give more focus on the selection of venue for the future summit.

- CII should focus on the same registration process and new updates

- At the summit they should pay more attention to the theme of the entire summit.

- At the next summit they should create more innovative booths and entertainment areas for participants

- Most of the respondents are willing to accept CII's updated training programs and activities, which will help CII to carry out more activities in the future

- The summit must give more weightage on the innovation project.

- The company must give importance towards the motivational factors functions and policies

5.3 Conclusion

Delegates were satisfied with the 2018 Quality Summit. Satisfaction with the summit gives advice to others on the future summit.

This study gives a pure image of the delegates' views on the services provided by CII IQ Bangalore. We can obviously say that the summit met them and the facilities provided by the organization. All delegates have a better relationship with CII and they are often satisfied with the company's other services.

From the following research, we can complete the CII Institute Quality has always provided excellent service to its customers, creating a better image and trust among its customers, most of them are completely satisfied with the service.

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ANNEXURE

Questionnaires:

National Quality Summit-2018

Demographic Detail

Name: _____

Age group 18-20 ☐ 20-30 ☐ 30-40 ☐ 40-50 ☐ 50-60 ☐

60 & above ☐

Years of Corporate Experience

0-5 ☐ 5.1-10 ☐ 10.1-15 ☐ 15.1-20 ☐

20.1-25 ☐ 25.1& above ☐

Organisation: _____

Areas of Interest: _____

Designation: _____

Mobile No: _____

1. Selection of Venue

Inconvenient	Convenient	Very convenient

2.Registration Process

Poor	Average	Neutral	High	Very high

3. Innovation in Delegate Kit([Pen, Bag, Books etc..,)

Very poor	Poor	Average	High	Very high

4. Speaker selection in the Quality Summit.

Very poor	Poor	Average	High	Very high

5. Period of Session in the Quality Summit

Very poor	Poor	Average	High	Very high

6. Audience Interaction in session of Summit.   Yes ☐   No ☐

7. About Conference Room Layout, Backdrop design

Very poor	Poor	Average	High	Very high

8. Over all Planning and schedule of program flow.

Very poor	Poor	Average	High	Very high

9. Significance of stall and fun zone

Very poor	Poor	Average	High	Very high

10. Gifts and Coupons

Very poor	Poor	Average	High	Very high

11. Food and Beverages

Very poor	Poor	Average	High	Very high

12. Scope of Networking

Very poor	Poor	Average	High	Very high

13. Award Night and Cultural Programmes

Very poor	Poor	Average	High	Very high

14. Beneficiary of Information

Very poor	Poor	Average	High	Very high

15. Suggestion/Remarks:

- Areas for Improvement

- What do you like the most?

- Would you like to receive updates from CII on Training Programs/Events?

  - Yes

  - No

By

Sindhu C S

ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: SINDHU C S

INTERNAL GUIDE: Prof. Om Prakash C

USN: 1AY7MBA51

COMPANY NAME: CII Institute of Quality

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile		
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection		
18th Jan 2019 – 25th Jan 2018	Data collection		
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report		
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions		
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report		

Company Seal

College Seal

HOD Signature

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