

A Summer Internship Project Report
On

**“A Comparative Study on Customer
Satisfaction through General Banking and
Mobile Banking (M-Banking)- A
SERVQUAL Approach”
AT UCO BANK**

Report Submitted to MAKAUT in partial fulfillment
for the requirements of the degree of
Master Of Business Administration (Marketing)

Session- 2023-2025

Supervised by: **Mr.Surojit Sarkar**

Guided by: **Dr.Somroop Siddhanta**

[Branch Head/Manager
UCO BANK, Arrah Branch, Durgapur]

[HOD. Of MBA Department]



SUBMITTEDBY:

**ARINDAM DEY
UNIV.ROLLNO.:12000923009
MBA 2023-2025**

यूको बैंक  UCO BANK

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(A Govt. of India Undertaking)
Honours Your Trust

Branch: Arrah (3015)
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Location : Durgapur
Date : 16.01.2025

CERTIFICATE OF COMPLETION

This is to certify that, Mr. ARINDAM DEY has successfully completed his Summer Internship with UCO BANK.

Summer Internship Project Details

Project Title : "A Comparative Study on Customer Satisfaction through General Banking and Mobile Banking (M-Banking)- A SERVQUAL APPROACH" AT UCO BANK

Location : ARRAH, Durgapur

Duration: 8 weeks (22.07.2024-13.09.2024)

Project Guide : Mr. SUROJIT SARKAR [Branch Head, ARRAH Branch]

We wish good luck for his future endeavors and it was a pleasure having his at UCO BANK.

Regards,

UCO Bank

कृते यूको बैंक / For UCO BANK


प्रबन्धक / Manager

आरा शाखा / ARRAH BRANCH

Branch Head

Arrah Branch

