

A Summer Internship Project Report

On

**“A Comparative Study on Customer Satisfaction
through General Banking – a SERVQUAL Approach”
AT UCO BANK**

**Report Submitted to MAKAUT in partial fulfilment for
the requirements of the degree of**

Master Of Business Administration (Marketing)

Session- 2023 - 2025

Supervised by: Mr. Amit Kumar Sharma

(Branch Manager of UCO Bank,

Benachity Branch, Durgapur)

Guided by: Dr. Somroop Siddhanta

(HOD. Of MBA Department)



SUBMITTED BY

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CERTIFICATE OF COMPLETION

This is to certify that, Ms. SUDIPTA MONDAL has successfully completed her Summer Internship with UCO BANK.

Summer Internship Project Details

Project Title : "A Comparative Study on Customer Satisfaction through General Banking - SERVQUAL Approach AT UCO BANK"
Location : DURGAPUR MAIN BRANCH
Duration : 8 weeks (22.07.2024 - 13.09.2024)
Project Guide : Mr. AMIT KUMAR SHARMA [Branch Head, Durgpur Main Branch]

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

Regards,

UCO Bank

यूको यूको बैंक / For UCO BANK

वरिष्ठ प्रबंधक / Senior Manager
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Senior manager

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