

**"A CASE STUDY ON CUSTOMER SATISFACTION OF POST  
OFFICE SAVINGS IN INDIA WITH SPECIAL REFERENCE TO  
SIVASAGAR POST OFFICE, ASSAM"**

**A Project Report Submitted To Dibrugarh University**

Dibrugarh in Partial fulfillment of the Paper 604 of the  
B.Com. 6<sup>th</sup> Semester  
(Specialty in Marketing)  
Session - 2019



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# CERTIFICATE

Date: \_\_\_\_\_

This is to certify that the Project Report entitled "A Case Study on Customer Satisfaction of Post Office Savings in India with Special Reference to Sivasagar Post Office, Assam" prepared and submitted by DIPU CHANGMAI, a student of B.Com. 6<sup>th</sup> Semester class of Amguri College, Amguri, Sivasagar with specialization in Marketing of the Dibrugarh University toward partial fulfillment of requirement for Bachelor Degree in Commerce is a genuine record of project work under my supervision. The project report <sup>as</sup> ~~is~~ par thereof has not been submitted to any other Institution/ University for any Degree or Diploma.


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## ACKNOWLEDGEMENT

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**Dipu Changmai**

**B.Com. 6<sup>th</sup> Semester**

**Amguri College, Amguri**



# PREFACE

The Project title of "A Case Study on Customer Satisfaction of Post Office Savings in India with Special Reference to Sivasagar Post Office, Assam" conducted and submitted for the partial fulfillment of Dibrugarh University, Dibrugarh.

The Project is a part of B.Com. 6<sup>th</sup> Semester and provide enough opportunities to earn vast information knowledge and skill from actual was situation about post office customer satisfaction in potential field. The theoretical knowledge acquired in class room has been complimented by practical experience at customer satisfaction in post office, Sivasagar.

The objective of this project the study are to made the students aware of the actual situation face by satisfaction of the post office and given some simple prospects.

The study has been simple conducted within all finding and analyses are based on the data collected from questioner journals, newspaper, articles etc.

**Dipu Changmai**

**B.Com. 6<sup>th</sup> Semester**

**Amguri College, Amguri**

# EXECUTIVE SUMMARY

The title of my project report "A Case Study on Customer Satisfaction of Post Office Savings in India with Special Reference to Sivasagar Post Office, Assam"

The objectives of the study are:-

- a. To find out the satisfactory level of various schemes of post office among the responded.
- b. To find out the purpose the investment in various schemes of post office.
- c. To highlight the problem faced by depositor responding various deposit scheme.

The methodology of the studies both, description and analytical. So, analysis and observation are made on this basis of data from primary and secondary source. Discussion is also with the staff members of Sivasagar Post Office. Information is also collected from internet, Newspaper, different reference books of Post Office.

The project report consists -

**Chapter 1** is introduction of Post Office - define and meaning of post office, history of post office, perceptual factors, features of post office, advantage and customers satisfaction of post office.

**Chapter 2** is design of post office - title of the study, objective of the study, need of the study, need for change, scope of the study, methodology, limitation of the study.

Review of literature

**Chapter 3** is includes the findings derived on the books of analysis both primary and secondary data. It includes conclusion and suggestion over the project report.