ADUSUMILLI GOPALAKRISHNAIAH & SUGAR CANE GROWERS SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE, VUYYURU

An Autonomous College in the Jurisdiction of Krishna University, Machilipatnam

NAAC reaccredited at 'A 'level

ISO 9001-2015

DEPARTMENT OF ECONOMICS

INTERNSHIP CONTENT & SYLLABUS

III BA

2022-2023

A STUDY ON 4G REVOLUTION

Submitted to
Department of Economics

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In partial fulfillment for the award of Degree of Bachelor of Arts (B.A)

Project Guide: K.Sujeeth Kumar

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Mentor: N.Rama Rao
H.O.D in Economics

A. G & S.G. SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE, VUYYURU
(An Autonomous college in the jurisdiction of Krishna University)
Accredited by NAAC with "A" Grade

2022-2023
November 1st 2022 To 24th February 2023

CONTENTS

Introduction

Abstract— The 4G Revolution has begun with many of   the advantages in wireless technology. The IEEE802.16 standard worldwide interoperability for microwave access is a

technique which is used basically for the wireless and broadband for allowing high speed internet access for long distances. This new technique has made everything an mobile activity whether it is used as in business purpose or any other kind of task. The higher capacity and reliability of WiMAX make it useful in an efficient way. Security is the major challenge in wireless technology as because in wireless system it's very easy to tune with the radio signals. Security concerns in WiMAX with fixed and mobile stations. In fixed location WiMAX for internet access a fixed location radio technology is used rather than cable

modem or DSL services. In mobile WiMAX a fixed location wireless access is provided to cable modem and DSL services. The comparative study between the fixed and mobile WiMAX in this research make some important issued to understand about this. The various generations of mobile technology are mentioned here to demonstrate the differences and the advantages of this new revolution. The very advance techniques of LTE and WiMAX are differentiated on various characteristics. And the security issues are there to resolve many of the problems that can harm to the wireless communication.

The IEEE802.16 standard worldwide interoperability for microwave access is a technique which is used basically for the wireless and broadband for allowing high speed internet access for long distances. Worldwide Interoperability for Microwave Access (WiMAX) will play an important role in the Fixed Broadband Wireless Access (FBWA) market since it is more cost-effective and faster to set

up. WiMAX is a fixed Broadband Wireless Access system (BWA) based on the IEEE 802.16 standard. WiMAX is used for fixed and mobile accesses. Now a days for fixed stations it can access up to the speed of 40 Mbit/s and expected in future for 1Gbit/s. for the fixed stations WiMAX provide broadband wireless access up to 30miles or 50kilometers, and for the mobile stations it provides 3-10miles or 5 to 15 kilometers. The mobility feature of WiMAX technology offers to connect to devices such as laptops, PDAs for moving and still have the ability to connect with the network. Interfacing is an feature of WiMAX technology which makes possible to connect on1 base station to multiple stations in few hours. Accessing the services of WiMAX technology is provided in an easy way.

CONCLUSION

This paper provided an an informatuion about 4G evolution and technologies. 4G communication will certainly add perceived benefit to an ordinary person's life over 3G.4G communication will be an intelligent technology that will interconnect the entire world seamlessly. Projected 4G mobile communication system will reduce number of different technologies to a single global standard. Technologies are evolving every day and night but the final success of 4G mobile communication will depend upon the new services and contents made available to users. These new applications must meet user expectations, and give added value over existing offers. Since 4G is a collection of wireless standards, the final form of a 4G device will constitute various standards. This can be efficiently realized using SDR technology, which is categorized to the area of the radio convergence

SRI. K. Sartyanarayana Principal Degree college giving Instructions and suggetions to the III B.A students about the Internship programme.
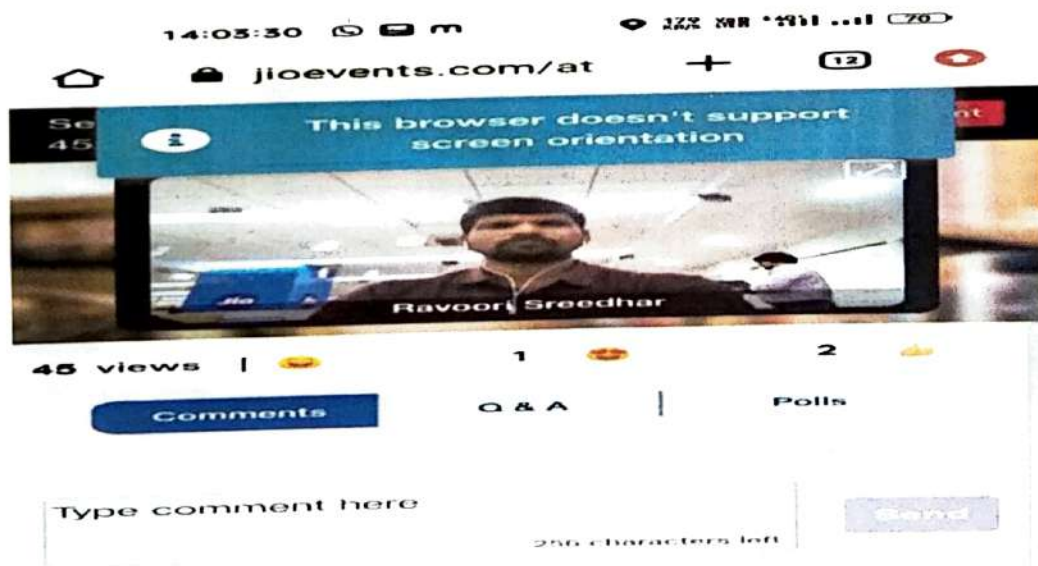
Ⅲ BA students participated in the Internship classes at Jio office GUDIVADA.

INTERN SHIP PROJECT REPORT ON

A "CUSTOMER SATISFACTION TOWARDS RELIANCE JIO"

Submitted to
Department of Economics

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2022-2023
November 1ˢᵗ 2022 To 24ᵗʰ February 2023

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This Summer Training project report is based on telecom sector as the telecom sector is growing at a very good pace.

This project titled on "**Customer Satisfaction Towards Reliance JIO**" is being conducted to identify factors and provide revolutionary 4G LTE coverage and high speed Wi-Fi services of Reliance JIO at all parts of Muradnagar city.

RJIL (**Reliance Jio Infocomm Ltd.**) has successfully demonstrated legal interception and monitoring rules compliance of its 4G network for high speed wireless internet, phone calls, video and messaging service across country.

To identify all the below buildings in work scope area and establish contacts with the building owner/association and explain them the benefits of high speed internet and 4G connectivity.

✓ All G+5 (ground floor +five floors) and above buildings
✓ Shopping malls
✓ Hospitals
✓ Hotels
✓ Colleges

To capture all the details of the building. The variables are involved in this project

1. Area
2. Address
3. Building Name
4. Number of Floors
5. Type (commercial, residential, both, Hotel, Hospital)
6. Latitude &Longitude {By using Smart phone app}
7. Number of Home passes

2

INTRODUCTION

After the globalization of India economy in 1991 the telecommunication sector remained one of the most happening sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunications. In the last few years more and more companies both foreign, domestic, come into cellular service, service market and offers large number of services to the people.

A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumer's convenience rather than his own. Therefore a marketer must know more and more about the consumers, so that the products can be produced in such a fashion to give satisfaction to them.

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users has gone up by 13 lakh. In the year of 2000 the number of cell phone users has risen by one million. Indian telecom sector added a staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall teledensity has increased to 81.82% as of 30 November 2015, and the total numbers of telephone phone users (mobile & landline) have reached 1009.46 million as of May,2015.Now currently telephone subscriber (mobile & landline) is 1058.01 million (May 2016).

The company is reconfiguring to meet the growing demand for mobile services.It will differentiate our mobile services from our competitors through ongoing investment in technology, distribution and customer services, providing both a great customer experience and competitive value.

The company is updating our retail footprint to a new **Reliance JIO** concept delivering a differentiated customer experience. A core part of our promise to customers is to ensure that their technical experts in store transfer all their personal data to their new **LYF** phone allowing them to walk out of the store with their phone fully functional. Extensive trials of our new concept store across all markets have shown significant increases in both sales and customer satisfaction. The new concept will be rolled out globally over the next upcoming years.

CONCLUSION

Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive.It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services.Because 3G services was unable to meet out customer needs and wants.That's why 4G has been evolved for Indian customers.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services.

Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment, Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G schemes & customer services to cover one of the widest areas.

From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully stisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO.Reliance JIO is capturing the wide area of Indian markets increasingly day by day.Hence, these statistics imply a bright future for the company.It can be said that in near future, the company will be booming in the telecom industry.

SRI. K. Satyanarayana Principal Degree college giving Instructions and suggetions to the III B.A students about the Internship Programme.
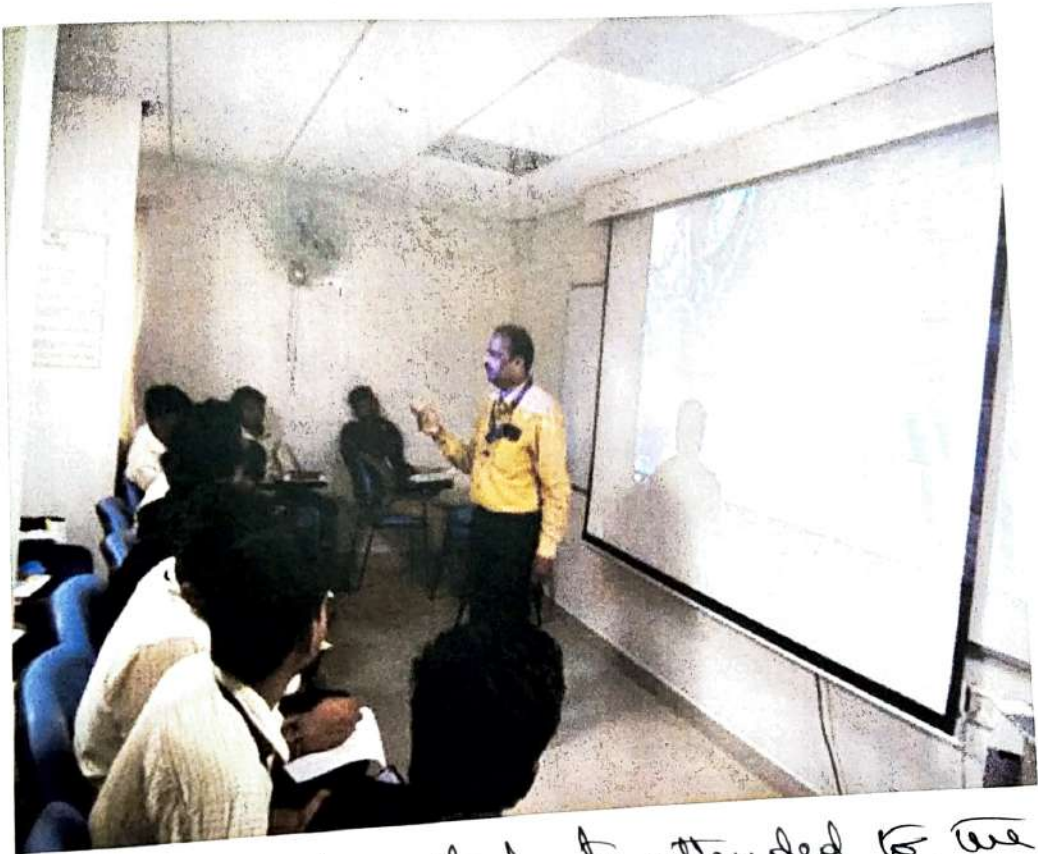
III B.A. INTernship students attended to the
InternshipTraining classes in Jio office at Thadinada.

our students distributed the sim cards to the public.

our students distribution the SIM cards to the public as part in the Intern ship

our students distributing the SIM cards to the public

STUDY ON CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO

Submitted to

Department of Economics

Submitted By

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INDEX

Study of Consumer Behaviour Towards Reliance Jio

Executive Summary

Reliance JioInfocomm Limited (Commonly called RJIL) is an Indian Internet access (commonly called „Broadband") and telecommunications company headquartered in Mumbai India"s largest private sector company, is the first telecom operator to hold pan India Unified License. Reliance Jio is setting up a pan India telecom infrastructure to provide fourth generation LTE TDD high speed wireless internet and mobile communication services which was then launched in June 2015. Reliance Jio was founded in 2010 by MukeshAmbani. Reliance Jio offers mobile telephony and wireless broadband. Parent company of Reliance Jio is Reliance Industries and its subsidiary is LYF. Reliance Jio shares spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other"s 4G and 2G spectrum in national roaming mode. Reliance Jiowith its distinctive features which it offers to the public has created sort of monopoly in the Telecommunication sector in the Indian market. Hence this project is all about studying Reliance Jio and the consumer behaviour towards its products and services offered to them.

The main objective of this project is to study the awareness of Reliance Jio amongst the customers compared to other telecom service providers. The satisfaction of customers is very important and with various products and services offered by the company its customers seem to be meaningless if it"s not beneficiary to the customer from their end, so the second objective of this research is to study the customer satisfaction level of customers towards Reliance Jio and its services. To achieve success in long run a company needs a thorough study of its SWOT analysis (Strength, Weakness, Opportunities, and Threats). So the third objective of this research is to find the market potential and market penetration of Reliance Jio products and services.

To study the objectives discussed two types of sources were used to collect the data: - Primary and Secondary data. Primary data is also called as „First-hand data" or „Raw data". The primary data primarily means the unfiltered raw data collected by the researcher in the research process. In this project for the primary data a sample of 40 people were surveyed. This research was Exploratory Research Design. The research conducted to get more insight into the problem and understand its nature or to create new ideas or various possible solutions is called „EXPLORATORY RESEARCH". The method of sampling was „SIMPLE RANDOM SAMPLING". This is primary probability sampling design which gives each element each chance of being included in the desired size, equally likely, selects a simple random sample. The secondary data was collected from internet.

The findings of the research indicate that majority population today relies of Reliance Jio for communicating with each other. Even though they use other telecom companies such as Airtel, Vodafone, or Idea but still they use a Jiosimcard. Also, we get to know that in the sample unit, Jio holds maximum customers comparedto other telecom companies. Since Jio is new to the telecom market compared to the other companies", it faces some frequent complaints such a poor network at times and poor reach in the remote corners of the country.

The biggest limitation of this research was the sample size. Since the sample unit was only limited to 40 people, the answer to the question as to WHAT IS THE CONSUMERBEHAVIOUR TOWARDS RELIANCE JIO? Is only limited with the perspective if this 40 people. Since the behaviour of people is unpredictable, lack of accuracy of data becomes the second limitation. The third limitation was problem being faced in getting the cooperation of the customers the fourth limitation is that this project is based purely on respondents" response. And the fifth limitation was the time span of study.

From the details, it can have concluded that majority of people preferred RELIANCE JIO and are fully satisfied with it. Also, good number of people are willing to switch from their subscribers showed interest in RELIANCE JIO. RELIANCE JIO capturing the wide area of Indian market increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said soon; the company will be booming in the telecom industry.
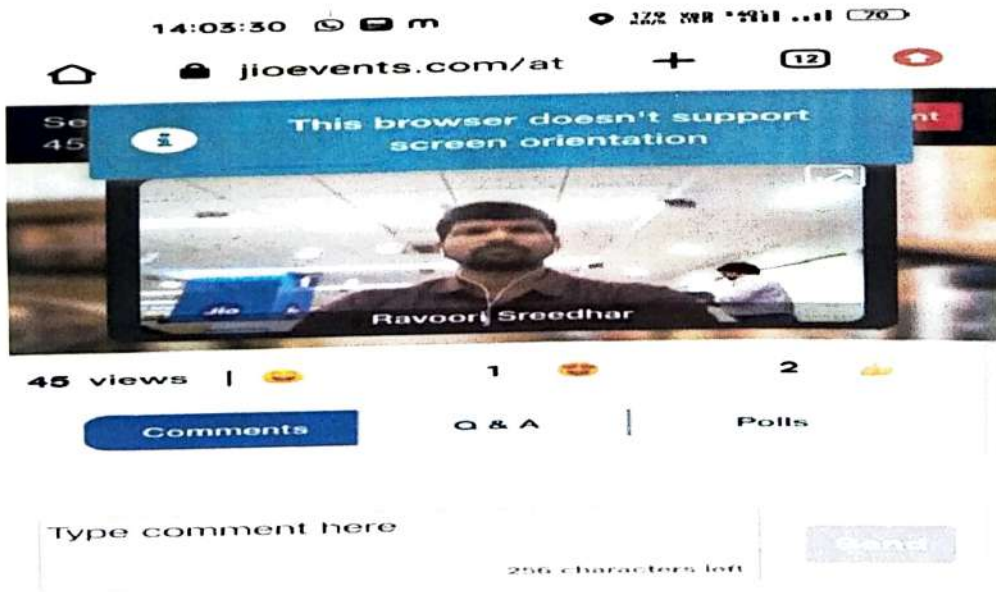
Conclusion

6.1 CONCLUSION AND SUGGESTIONS

The growth of a company depends upon consumer perception, regarding product and the consumer perceptions can be studied only through the consumer buying behaviour. The consumer behaviour r is the study of those actions directly involved inobtaining, consuming, and disposing of product & services including the decision process that proceeds and follows up the action. The buying behaviour of the Many variables influence consumer. The social environment in which he lives, his family, his society, his neighbours, his friends, his job, his colleagues influence the behaviour of the consumer. The personality factors of the consumers also effect his buying decision.

It requires marketers to review their marketing practices. Now companies have to show their concern about consumer's interest. They must take many steps to satisfy the consumers. Now marketers have moved to consumer welfare from consumer satisfaction. Most companies have accepted consumerism in principles. Based on my observations data and information, I submit certain useful recommendations to make Communication system of Tata Teleservices & Reliance

SRI. K. Satyanarayana Principal Degree college giving Instructions and suggetions to the III B.A students about the Internship programme.

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Ravoori Sreedhar

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Comments   Q & A | Polls

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Ⅲ B·A students participated in the Internship classes at Jio office GUDIVADA.

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DEPARTMENT OF HISTORY

INTERNSHIP CONTENT & SYLLABUS

III BA

2022-2023

INTERN SHIP PROJECT REPORT ON

A STUDY ON JIO BEING USE FULL IN INDIAN ECONOMY

Submitted to
Department of History

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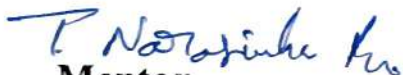(An Autonomous college in the jurisdiction of Krishna University)

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2022-2023
November 1ˢᵗ 2022 To 24ᵗʰ February 2023

CERTIFICATE

This is to certify that the Internship Project work report entitled **"A Study on JIO BEING USE FULL IN INDIAN ECONOMY"** is a bonafide project report carried out by T.Siva-(20-033) III B.A B.Chintaiah-(20-042) V.Sai-(20-043) M.Naresh-(20-047) S.Ravikumar-(20-051) is submitted to the Department of History AG & SG SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE, VUYYURU for the partial fulfillment of Degree of Bachelor of Arts (B.A)

Mentor

Head of the Department
Head, Department of History
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cusi. VUYYURU - 521 165

Signature of the External Examiner

CONTENTS

# A STUDY ON JIO BEING USE FULL IN INDIAN ECONOMY

INTRODUCTION

TELECOM

After the globalization of India economy in 1991 the TELE-COMMUNICATION SECTOR remained one of the most happening sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunications. In the last few years more and more companies both foreign, domestic, come into cellular service, service market and offers large number of services to the people. A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumer's convenience rather than his own. Therefore, a marketer must know more and more about the consumers, so that the products can be produced in such a fashion to give satisfaction to them. In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users has gone up by 13 lakhs. In the year of 2000 the number of cell phone users has risen by one million. Indian telecom sector added a staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall tele density has increased to 81.82% as of 30 November 2015, and the total numbers of telephone phone users (mobile & landline) have reached 1009.46 million as of May 2015. Now currently telephone subscriber (mobile & landline) is 1058.01 million (May 2016). The company is reconfiguring to meet the growing demand for mobile services. It will differentiate our mobile services from our competitors through ongoing

CONCLUSION

CONCLUSION Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet customer needs and wants. That's why 4G has been evolved for Indian customers. Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment, Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G schemes & customer services to cover one of the widest areas. From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully satisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

Online registration of JIO company
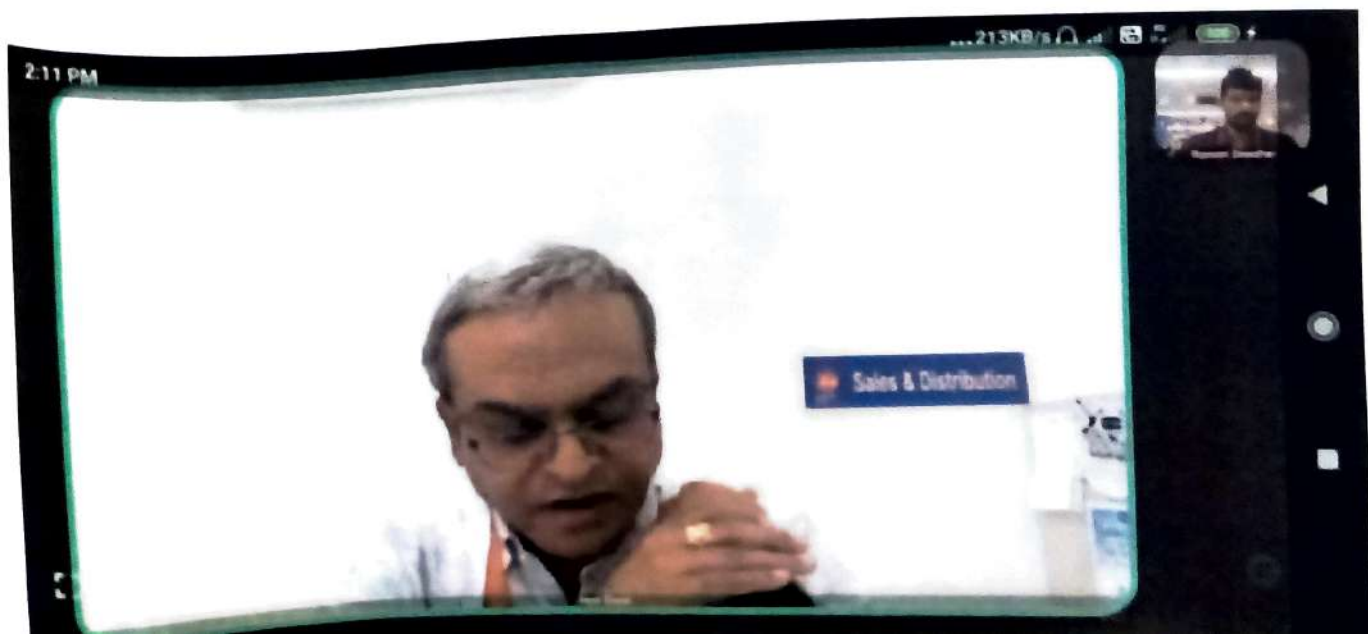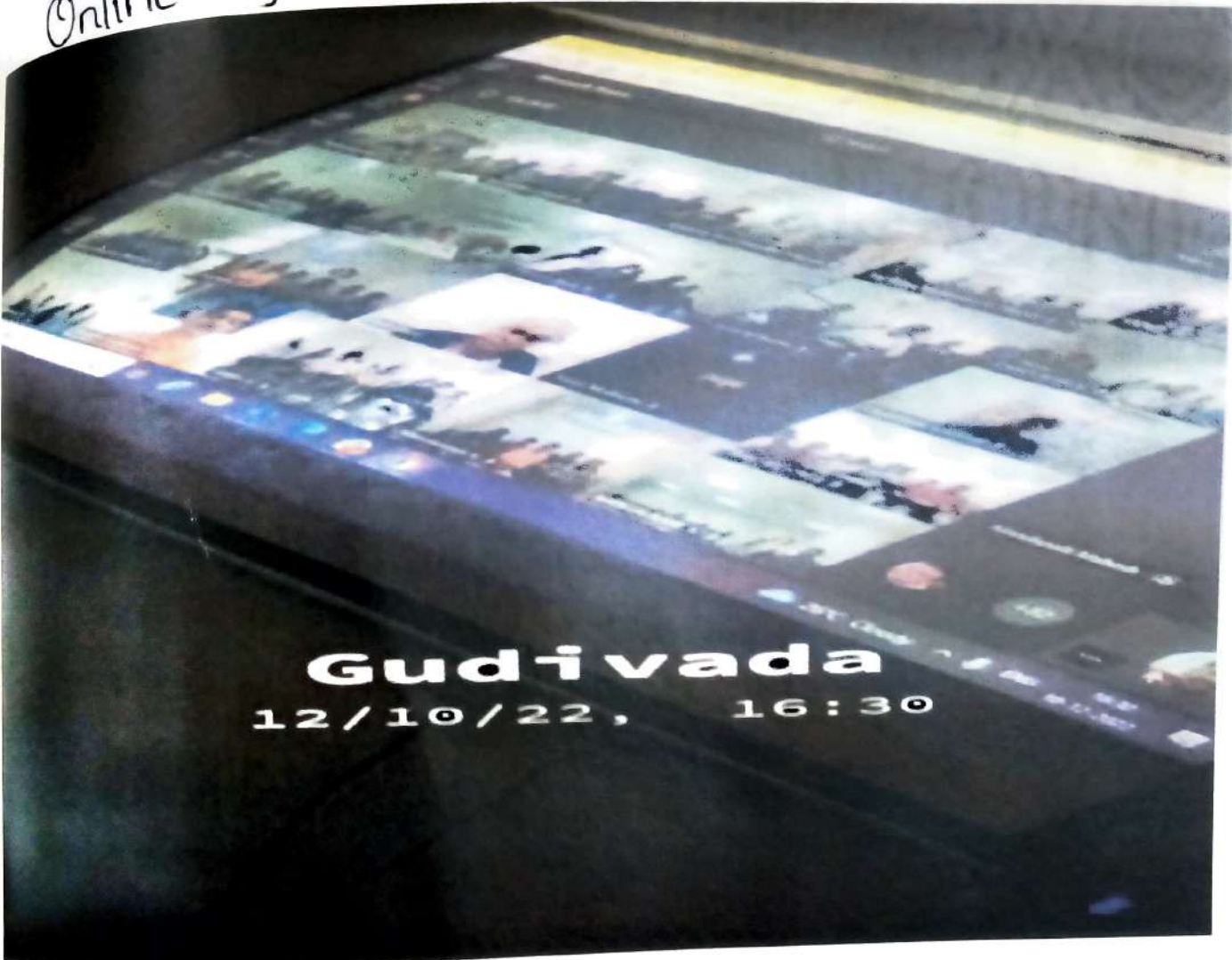
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Ravoori Sreedhar

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Comments | Q & A | Polls

Type comment here Send

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students activating new JIO SIMS at JIO center.

JIO Manager, Gudivada explaining about Internship project.

INTERN SHIP PROJECT REPORT ON

"Working of Internet Revolution and Advantages"

Submitted to
Department of History

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2022-2023
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Mentor

Head of the Department
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Signature of the External Examiner

CONTENTS

INTRODUCTION

The Internet (or internet)[a] is a global system of interconnected computer networks that uses the Internet protocol suite (TCP/IP)[b] to communicate between networks and devices. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries a vast range of information resources and services, such as the interlinked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and file sharing.

The origins of the Internet date back to the development of packet switching and research commissioned by the United States Department of Defense in the late 1960s to enable time-sharing of computers.[2] The primary precursor network, the ARPANET, initially served as a backbone for the interconnection of regional academic and military networks in the 1970s to enable resource sharing. The funding of the National Science Foundation Network as a new backbone in the 1980s, as well as private funding for other commercial extensions, led to worldwide participation in the development of new networking technologies, and the merger of many networks.[3] The linking of commercial networks and enterprises by the early 1990s marked the beginning of the transition to the modern Internet,[4] and generated a sustained exponential growth as generations of institutional, personal, and mobile computers were connected to the network. Although the Internet was widely used by academia in the 1980s, commercialization incorporated its services and technologies into virtually every aspect of modern life.

Most traditional communication media, including telephone, radio, television, paper mail, and newspapers, are reshaped, redefined, or even bypassed by the Internet, giving birth to new services such as email, Internet telephone, Internet television, online music, digital newspapers, and video streaming websites. Newspaper, book, and other print publishing have adapted to website technology or have been reshaped into blogging, web feeds, and online news aggregators. The Internet has enabled and accelerated new forms of personal interaction through instant messaging, Internet forums, and social networking services. Online shopping has grown exponentially for major retailers, small businesses, and entrepreneurs, as it enables firms to extend their "brick and mortar" presence to serve a larger market or even sell goods

CONCLUSION

CONCLUSION Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet customer needs and wants. That's why 4G has been evolved for Indian customers. Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment, Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G schemes & customer services to cover one of the widest areas. From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully satisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

We are distributed 5G JIO sim and attended the Online class at JIO stores Gudivada.

We are distributing JIO sims to the public
and activated the SIMS.

INTERN SHIP PROJECT REPORT ON

A STUDY ON ABOUT 5G

Submitted to

Department of History

Submitted By

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This is to certify that the Internship Project work report entitled **"A Study on ABOUT 5G"** is a bonafide project report carried out by A.Raheem-(20-049) III B.A   B.Karthik-(20-044) III B.A   K.Nagaraju-(20-050) III B.A   D.Teja-(20-059) III B.A   G.Karthik-(20-061) III B.A is submitted to the Department of History AG & SG SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE, VUYYURU for the partial fulfillment of Degree of Bachelor of Arts (B.A)

T. Norosinha Rao
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C. Reji
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CONTENTS

INTRODUCTION

About 5G

praise, recognition & honor on several occasions for our retailers would help a lot. 7 The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to people. 8. Enhance the market penetration & shares in every market and give the high competition to others company.

In telecommunications, 5G is the fifth-generation technology standard for broadband cellular networks, which cellular phone companies began deploying worldwide in 2019, and is the planned successor to the 4G networks which provide connectivity to most current cellphones.

Like its predecessors, 5G networks are cellular networks, in which the service area is divided into small geographical areas called cells. All 5G wireless devices in a cell are connected to the Internet and telephone network by radio waves through a local antenna in the cell. The new networks have higher download speeds, eventually up to 10 gigabits per second (Gbit/s).[1] In addition to 5G being faster than existing networks, 5G has higher bandwidth and can thus connect more different devices, improving the quality of Internet services in crowded areas.[2] Due to the increased bandwidth, it is expected the networks will increasingly be used as general internet service providers (ISPs) for laptops and desktop computers, competing with existing ISPs such as cable internet, and also will make possible new applications in internet-of-things (IoT) and machine-to-machine areas. Cellphones with 4G capability alone are not able to use the 5G networks.

Overview

5G networks are cellular networks, in which the service area is divided into small geographical areas called cells. All 5G wireless devices in a cell communicate by radio waves with a cellular base station via fixed antennas, over frequency channels assigned by the base station. The base stations, termed nodes, are connected to switching centers in the telephone network and routers for Internet access by high-bandwidth optical fiber or wireless backhaul connections. As in other cellular networks, a mobile device moving from one cell to another is automatically handed off seamlessly. 5G is expected to support up to a million devices per square kilometer.

The industry consortium setting standards for 5G, the 3rd Generation Partnership Project (3GPP), defines "5G" as any system using 5G NR (5G New Radio) software - a definition that came into general use by late 2018.

Several network operators use millimeter waves called FR2 in 5G terminology for additional

CONCLUSION

CONCLUSION Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be there main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet customer needs and wants. That's why 4G has been evolved for Indian customers. Reliance JIO possesses congestion free & wide network coverage. attractive 4G schemes & customer services as well as lifetime roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment, Reliance JIO is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G schemes & customer services to cover one of the widest areas. From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully satisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence, these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

JIO Manager, Gudivada explaining about Internship project.

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ADUSUMILLI GOPALAKRISHNAIAH & SUGAR CANE GROWERS SIDDHARTHA DEGREE COLLEGE OF ARTS & SCIENCE, VUYYURU

An Autonomous College in the Jurisdiction of Krishna University, Machilipatnam

NAAC reaccredited at 'A 'level

ISO 9001-2015

DEPARTMENT OF POLITICAL SCIENCE

INTERNSHIP CONTENT & SYLLABUS

III BA

2022-2023

"What is an Application Programming Interface"

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What is an API?

An API, or application programming interface, is a set of defined rules that enable different applications to communicate with each other. It acts as an intermediary layer that processes data transfers between systems, letting companies open their application data and functionality to external third-party developers, business partners, and internal departments within their companies.

History of the term

A diagram from 1978 proposing the expansion of the idea of the API to become a general programming interface, beyond application programs alone.[5]

The term API initially described an interface only for end-user-facing programs, known as application programs. This origin is still reflected in the name "application programming interface." Today, the term is broader, including also utility software and even hardware interfaces.[6]

1940s and 1950s

The idea of the API is much older than the term itself. British computer scientists Maurice Wilkes and David Wheeler worked on a modular software library in the 1940s for EDSAC, an early computer. The subroutines in this library were stored on punched paper tape organized in a filing cabinet. This cabinet also contained what Wilkes and Wheeler called a "library catalog" of notes about each subroutine and how to incorporate it into a program. Today, such a catalog would be called an API (or an API specification or API documentation) because it instructs a programmer on how to use (or "call") each subroutine that the programmer needs.[6]

Wilkes and Wheeler's 1951 book The Preparation of Programs for an Electronic Digital Computer contains the first published API specification. Joshua Bloch considers that Wilkes and Wheeler "latently invented" the API because it is more of a concept that is discovered than invented.[6]

Although the people who coined the term API were implementing software on a Univac 1108, the goal of their API was to make hardware independent programs possible.[7]

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1960s and 1970s

The term "application program interface" (without an -ing suffix) is first recorded in a paper called Data structures and techniques for remote computer graphics presented at an AFIPS conference in 1968 [15]. The authors of this paper use the term to describe the interaction of an application—a graphics program in this case—with the rest of the computer system. A consistent application interface (consisting of Fortran subroutine calls) was intended to free the programmer from dealing with idiosyncrasies of the graphics display device, and to provide hardware independence if the computer or the display were replaced.[7]

The term was introduced to the field of databases by C. J. Date[9] in a 1974 paper called The Relational and Network Approaches: Comparison of the Application Programming Interface.[10] An API became a part of the ANSI/SPARC framework for database management systems. This framework treated the application programming interface separately from other interfaces, such as the query interface. Database professionals in the 1970s observed these different interfaces could be combined; a sufficiently rich application interface could support the other interfaces as well.[5]

This observation led to APIs that supported all types of programming, not just application programming.

1990s

By 1990, the API was defined simply as "a set of services available to a programmer for performing certain tasks" by technologist Carl Malamud.[11]

The idea of the API was expanded again with the dawn of remote procedure calls and web APIs. As computer networks became common in the 1970s and 1980s, programmers wanted to call libraries located not only on their local computers but on computers located elsewhere. These remote procedure calls were well supported by the Java language in particular. In the 1990s, with the spread of the internet, standards like CORBA, COM, and DCOM competed to become the most common way to expose API services.[12]

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2000s

Roy Fielding's dissertation Architectural Styles and the Design of Network-based Software Architectures at UC Irvine in 2000 outlined Representational state transfer (REST) and described the idea of a "network-based Application Programming Interface" that Fielding contrasted with traditional "library-based" APIs.[13] XML and JSON web APIs saw widespread commercial adoption beginning in 2000 and continuing as of 2022. The web API is now the most common meaning of the term API.[2]

The Semantic Web proposed by Tim Berners-Lee in 2001 included "semantic APIs" that recasts the API as an open, distributed data interface rather than a software behavior interface.[14] Proprietary interfaces and agents became more widespread than open ones, but the idea of the API as a data interface took hold. Because web APIs are widely used to exchange data of all kinds online, API has become a broad term describing much of the communication on the internet.[12] When used in this way, the term API has overlap in meaning with the term communication protocol.

Usage

Operating systems

An API can specify the interface between an application and the operating system.[24] POSIX, for example, provides a set of common API specifications that aim to enable an application written for a POSIX conformant operating system to be compiled for another POSIX conformant operating system.

Linux and Berkeley Software Distribution are examples of operating systems that implement the POSIX APIs.[25]
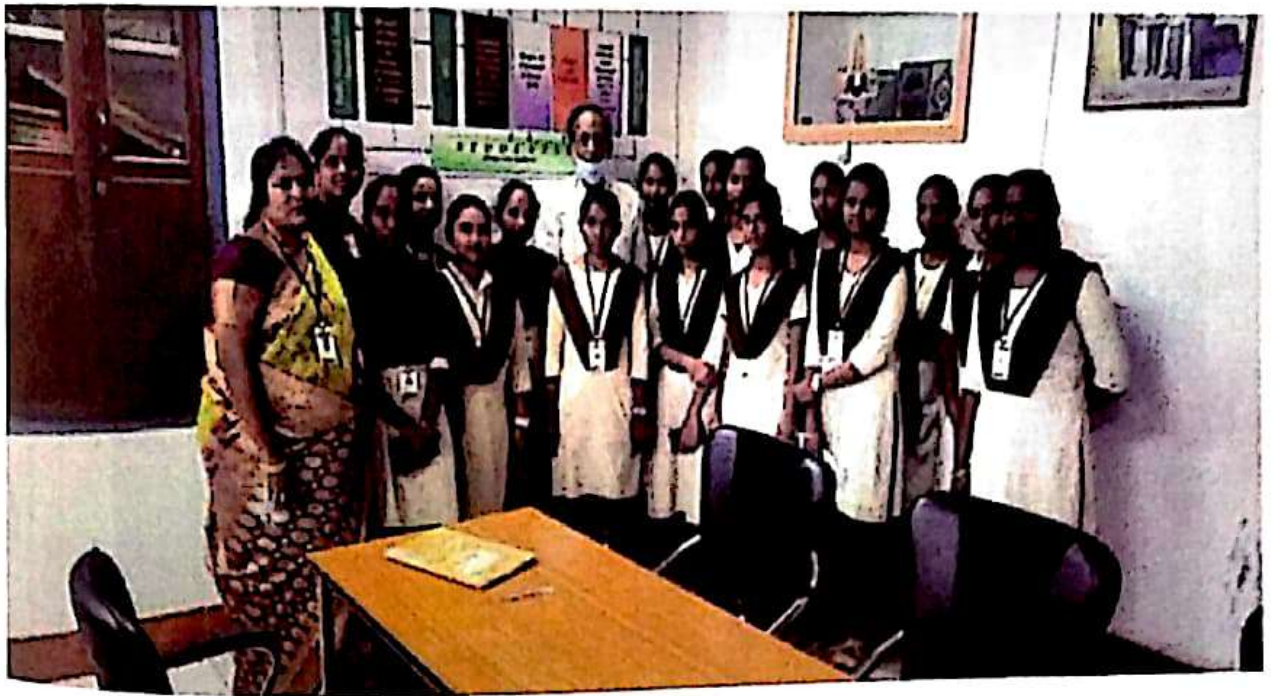
conclusion :

The design of an API has a significant impact on its usage.[4] First of all, the design of programming interfaces represents an important part of software architecture, the organization of a complex piece of software.[36] The principle of information hiding describes the role of programming interfaces as enabling modular programming by hiding the implementation details of the modules so that users of modules need understand the complexities inside the modules.[37] Aside from the previous underlying principle, other metrics for measuring the usability of an API may include properties such as functional efficiency, overall correctness, and learnability for novices.[38] One straightforward and commonly adopted way of designing APIs is to follow Nielsen's heuristic evaluation guidelines. The Factory method pattern is also typical in

INTERN SHIP PROJECT REPORT ON

"Web System On Online Consumer Behavior"

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Consumer behaviour

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour. Consumer behaviour emerged in the 1940–1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that

blends elements from psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioural economics).

The Galeries Royales Saint-Hubert shopping arcade in Brussels, Belgium. Consumer behaviour, in its broadest sense, is concerned with how consumers select, decide and use goods and services.

The study of consumer behaviour formally investigates individual qualities such as demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to

understand people's wants and consumption patterns. Consumer behaviour also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders).
Research has shown that consumer behaviour is difficult to predict, even for experts in the field; however, new research methods, such as ethnography, consumer neuroscience, and machine learning[1] are shedding new light on how consumers make decisions. In addition, customer relationship management (CRM) databases have become an asset for

the analysis of customer behaviour. The extensive data produced by these databases enables detailed examination of behavioural factors that contribute to customer re-purchase intentions, consumer retention, loyalty, and other behavioural intentions such as the willingness to provide positive referrals, become brand advocates, or engage in customer citizenship activities. Databases also assist in market segmentation, especially behavioural segmentation such as developing loyalty segments, which can be used to develop tightly targeted customized marketing strategies on a one-to-one basis. (Also see relationship marketing).

Origins of consumer behaviour

In the 1940s and '50s, marketing was dominated by the so-called classical schools of thought which were highly descriptive and relied heavily on case study approaches with only occasional use of interview methods. At the end of the 1950s, two important reports criticized marketing for its lack of methodological rigor, especially the failure to adopt mathematically- oriented behavioral science research methods.[2] The stage was set for marketing to become more inter- disciplinary by adopting a consumer- behaviorist perspective.

From the 1950s, marketing began to shift its reliance away from economics and towards other disciplines,

notably the behavioral sciences, including sociology, anthropology, and clinical psychology. This resulted in a new emphasis on the customer as a unit of analysis. As a result, new substantive knowledge was added to the marketing discipline – including such ideas as opinion leadership, reference groups, and brand loyalty. Market segmentation, especially demographic segmentation based on socioeconomic status (SES) index and household life- cycle, also became fashionable. With the addition of consumer behavior, the marketing discipline exhibited increasing scientific sophistication with

respect to theory development and testing procedures.[3]

In its early years, consumer behavior was heavily influenced by motivation research, which had increased the understanding of customers, and had been used extensively by consultants in the advertising industry and also within the discipline of psychology in the 1920s, '30s, and '40s. By the 1950s, marketing began to adopt techniques used by motivation researchers including depth interviews, projective techniques, thematic apperception tests, and a range of qualitative and quantitative research methods.[4] More recently, scholars have added a new set of tools including ethnography, photo-

elicitation techniques, and phenomenological interviewing.[5] Today, consumer behavior (or CB as it is affectionately known) is regarded as an important sub-discipline within marketing and is included as a unit of study in almost all undergraduate marketing programs.

Definition and explanation

Consumer behaviour entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities."[6] The term consumer can refer to individual consumers as well as

organisational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service."[7] Consumer behaviour is concerned with:[8]

purchase activities: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services, and payment methods including the purchase experience

use or consumption activities: concerns the who, where, when, and how of consumption and the usage experience, including the symbolic

associations and the way that goods are distributed within families or consumption units

disposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets

Consumer responses may be:[9]

emotional (or affective) responses: refer to emotions such as feelings or moods,

mental (or cognitive) responses: refer to the consumer's thought processes, their

behavioural (or conative) responses:

refer to the consumer's observable

responses in relation to the purchase and disposal of goods or services.

According to the American Marketing Association, consumer behaviour can be defined as "the dynamic

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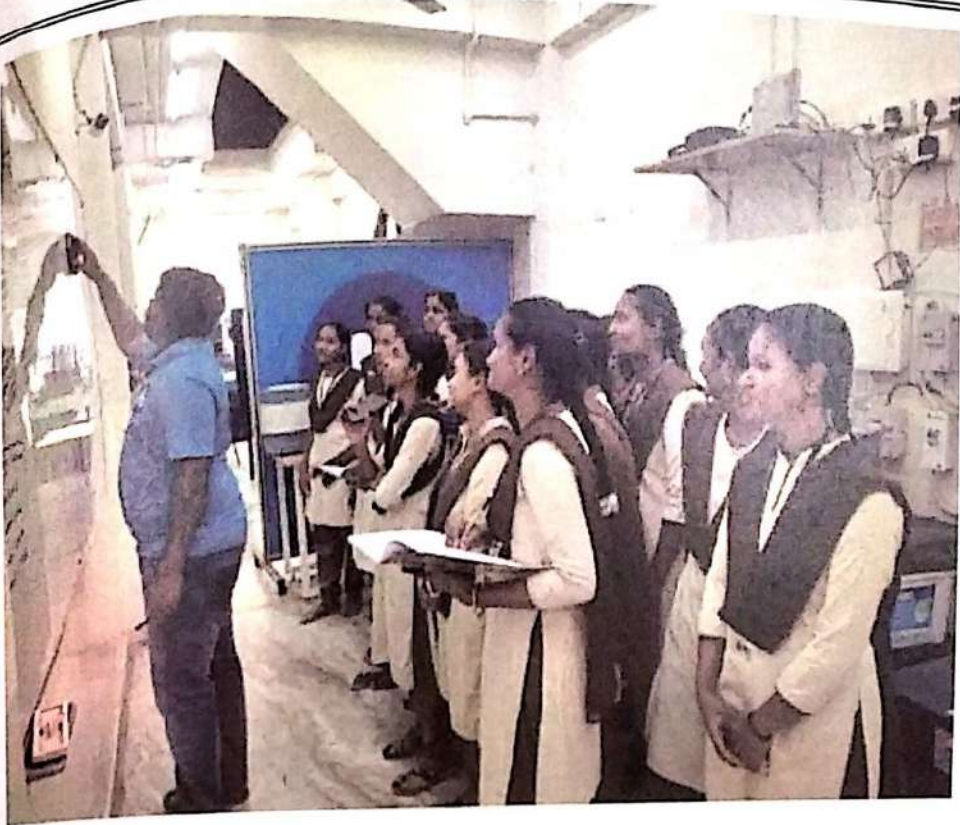
conclusion :

consumer's purchasing objectives and/or the salience or accessibility of the brand at the time of making the purchase decision.[28] By implication, brand names that are more memorable are more likely to be accessible.

Traditionally, one of the main roles of advertising and promotion was to increase the likelihood that a brand name was included in the consumer's evoked set.[29] Repeated exposure to brand names through intensive advertising was the primary method for increasing top-of-mind brand awareness. However, the advent of the Internet means that consumers can obtain brand/product information from a multiplicity of different platforms. In practice, the consideration set has

assumed greater importance in the purchase decision process because consumers are no longer totally reliant on memory. This is marketing, which could be defined as "the process by which companies create value for customers and build strong customer relationships, in order to capture value from customers in return."[30] This definition strongly implies that the relationship is built upon an exchange and the "creation" of value. This means that a need is built for a consumer, with the product presented or advertised to them through an analytical study of the user's patterns of consumption and their behaviors and habits. The implication for marketers is that relevant brand information should be

disseminated as widely as possible and included on any forum where consumers are likely to search for product or brand information, whether traditional media or digital media channels. Thus, marketers require a rich understanding of the typical consumer's touchpoints.

Evaluation of alternatives

INTERN SHIP PROJECT REPORT ON

"Returns Refunds on Online Shopping Helps"

Submitted to
Department of Political Science

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Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.[1]

Terminology
Alternative names for the activity are "e-tailing", a shortened form of "electronic retail" or "e-shopping", a shortened form of "electronic shopping". An online store may also be called an e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile device-optimized website or software application ("app"). These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.
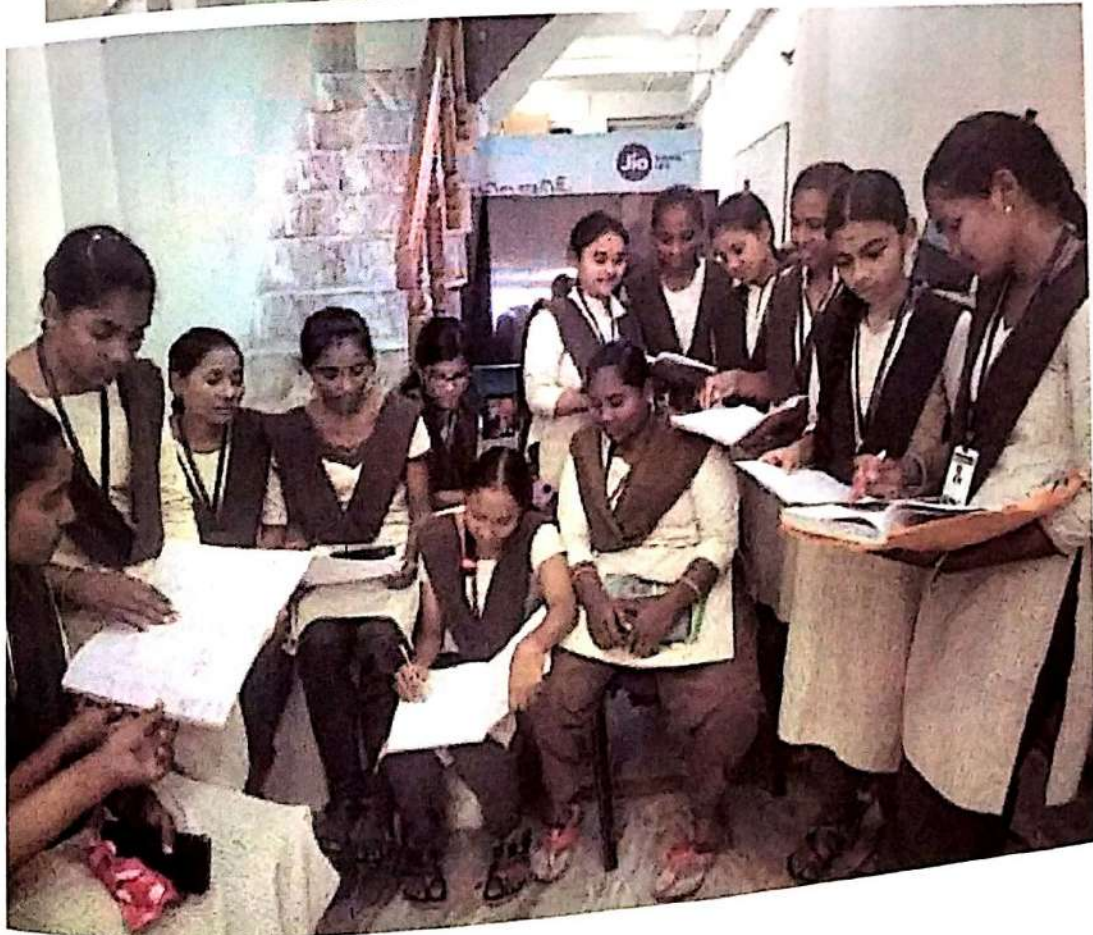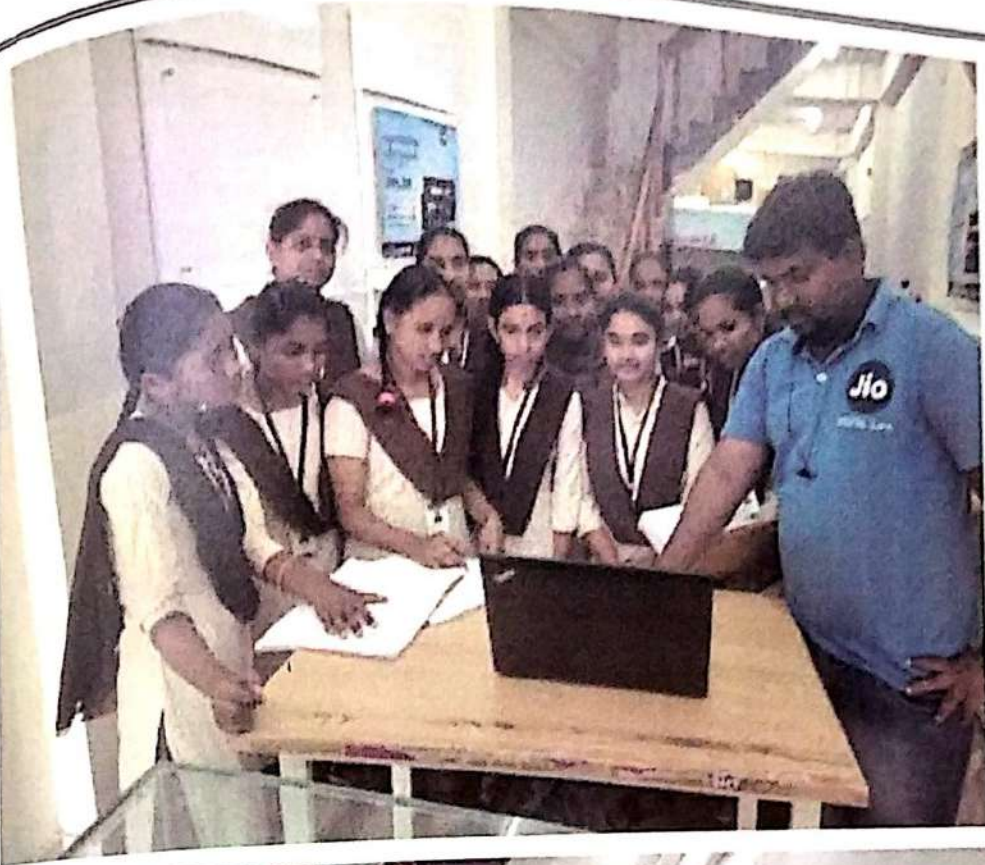
History of online shopping

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s, which allowed the processing of financial transactions in real-time.[2] The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. There, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time.[2] At some point between 1971 and 1972, students at Stanford and MIT used the internet precursor ARPANET to make a deal to exchange marijuana, but the interaction doesn't qualify as e-commerce because no money was transferred online.[3]

The emergence of online shopping as it is known today developed with the emergence of the Internet.[4] Initially, this platform only functioned as an advertising tool for companies, providing information about their products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions.[5] Specifically, the growth of the Internet as a secure shopping channel has developed since 1994, with the first sales of Sting's album Ten Summoner's Tales.[6] Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success.[7] Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come a long way since those early days and – in the UK – accounts for significant percentage (depending on product category as percentages can vary).

Growth in online shoppers

As the revenues from online sales continued to grow significantly researchers identified different types of online shoppers, Rohm & Swaninathan[8] identified four categories and named them "convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers". They focused on shopping motivations and found that the variety of products available and the perceived convenience of the buying online experience were significant motivating factors. This was different for offline shoppers, who were more motivated by time saving and recreational motives.

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Americans had bought something from Amazon (92% of those who had bought anything online), with 40% of online shoppers buying something from Amazon at least once a month. The survey found shopping began at amazon.com 44% of the time, compared to a general search engine at 33%. It estimated 75 million Americans subscribe to Amazon Prime and 35 million more use someone else's account.[51]

There were 242 million people shopping online in China in 2012.[52] For developing countries and low-income households in developed countries, adoption of e-commerce in place of or in addition to conventional methods is limited by a lack of affordable Internet access.

Advantages :
conclusion:
Convenience

Online stores are usually available 24 hours a day, and many consumers in Western countries have Internet access both at work and at home. Other establishments such as Internet cafes, community centers and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel or commuting and costs such as gas, parking, or bus tickets, and must usually take place during business hours. Delivery was always a problem which affected the convenience of online shopping. Additionally, the online shopping industry has not only involved the concept of providing convenience for customers but also improved perceptions of social inclusion.[53] However to overcome this many retailers including online retailers in Taiwan brought in a store pick up service. This now meant that customers could purchase goods online and pick them up at a nearby convenience store, making online shopping more advantageous to customers.[54] In the event of a problem with the item (e.g., the product was not what the consumer ordered or the product was not satisfactory), consumers are concerned with the ease of returning an item in exchange for the correct product or a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. For example, the online

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INTERN SHIP PROJECT REPORT ON

"Customer Associate Trainee"

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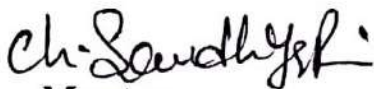
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2

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Customer Service Associate Job Responsibilities:

Responds to customer inquiries by understanding inquiry; reviewing previous inquiries and responses; gathering and researching information; assembling and forwarding information; verifying customer's understanding of information and answer.

Their duties and responsibilities often include: **Listening to customers' concerns and handling complaints and returns.** Giving detailed explanations of services or products. Working with a sales team to create better methods to address customer complaints.

You'll get the most responses to your job posting by using the first 2-3 sentences to introduce your business to prospective customer service associates. This is your opportunity to set your company apart from competing job listings and sell yourself to job seekers by highlighting your unique company culture and working environment, and what you bring to the table for new employees.

A customer service associate manages customer concerns with the objective of maintaining positive customer relationships with an organization. They interact directly with customers to listen to concerns, resolve problems, and recommend products and services according to the needs of each individual. A proactive customer service associate will anticipate customer questions and familiarize themselves with products and services to offer the best recommendations.

Customer service associate jobs require a high school diploma or the equivalent. Customer service Associate's may be expected to use customer-relationship management (CRM) software to monitor customer interactions and data, to create automated marketing and customer support communications, and to organize vendor relationships. They will also need to participate in regular training activities to stay current with industry best practices and company policies. Strong interpersonal skills and the ability to use positive language with clients are important requirements for this dynamic role

Responsibilities for Customer Service Associate

- Respond promptly and professionally to incoming customer inquiries in person, by telephone, or by email

- Maintain an updated knowledge of the organization's products, services, and customer service policies

- Document customer interactions when necessary, compiling documents and forwarding information to interested parties

- Explain simply and clearly in response to customer questions and check for customer understanding and acceptance

- Recommend new products or services or make suggestions for improvements by identifying relevant features and benefits

- Assist clients by demonstrating the use of goods and programs and answering any questions they may have

- Participate in training opportunities provided by the organization or by outside entities

- Establish and maintain good rapport with customers by using positive language and anticipating their needs

Qualifications for Customer Service Associate

- 2+ years of previous customer service experience a plus

- Friendly and welcoming manner with clients and other members of the customer service team

- Extensive knowledge of the company's policies, procedures, goods and services

- Familiarity with customer-relationship management (CRM) software programs

- Ability to explain complex concepts in a clear, simple manner to customers

- Strong command of written and verbal English

- Excellent organizational and multitasking skills

- Ability to maintain a calm and polite manner in stressful situations

- Willingness to cooperate with customers and management to resolve any issues that may arise

conclusion:

Listed below are several benefits that accrue to an organization when employees are trained in customer service skills:

Employees who are properly trained and demonstrate professional customer service skills, can improve customer satisfaction and loyalty. This helps the business retain customers and improve profits. It costs less to retain loyal customers than to acquire new ones. In addition, satisfied customers are more open to additional sales messages and are likely to refer others to that business.

Good listening skills and questioning techniques can shorten the interaction time with customers. This allows an organization to serve more customers in less time, possibly with fewer staff. However, consumers are intelligent and do not want to feel rushed, when they have questions. So be proactive and make sure every consumer feels they are being heard and not just "listened" to.

Being able to clearly explain the next step in a process and confirming that the customer is satisfied, will decrease the number of callbacks and return customers. Improving "first contact" resolution is one of the primary drivers of customer satisfaction.

Training all employees using consistent customer service skills, allows them to have a common process and language when assisting customers. This allows the business to brand their interaction of excellent service to the customer, which adds value to the business.

Investing in employee training gives employees a feeling of value and improves morale. In addition, when employees feel valued, they value their customers. This could be a result of effective customer service skills training, which not only benefits the employee, but will enhance the relationships with the customers. These