

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO  
WHEELER WITH REFERENCE TO UDUPI DISTRICT"**

**SUBMITTED BY**

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**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

In partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

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## **CERTIFICATE**

This is to certify that Ms. Chaithra Nayak (USN:4AL21BA016), MBA student of "Alva's Institute of engineering And technology", Moodbidri, has done her project work on "A study on customer satisfaction towards Honda two wheeler with reference to Honda showroom in Udupi district" at Matrix Honda Udupi for 6 weeks.

During the period of her project work, she has been to be keen in learning and displaying good conduct and character.

Wishing her all the best in her career.

A handwritten signature in blue ink, appearing to read "S. S. S.", with a circular stamp or seal above it.

Marketing Department



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Date: 01-09-2023

## CERTIFICATE

This is to certify that **CHAITRA NAYAK** bearing USN 4AL21BA016 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELER WITH REFERENCE TO UDUPI DISTRICT" is prepared by her under the guidance of Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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### DECLARATION

I CHAITHRA NAYAK bearing USN 4AL21BA016 hereby declare that the project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELER WITH REFERENCE TO UDUPI DISTRICT" has been prepared by me under the guidance of MRS.PRIYA SEQUEIRA Senior Assistant Professor of MBA Department, Alva's Institute of Engineering and Technology and external assistance by MR.SRIKANTH, Marketing department, Honda showroom udupi district. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. 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: Mijar

Chaithra Nayak  
Signature of the student

Date: 04-09-2023.

## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

**This study is conducted on A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELER WITH REFERENCE TO UDUPI DISTRICT. This project report provides general information about how customer satisfaction towards honda two wheeler with reference udupi district.**

**The study was conducted for the period of 6 weeks. The main objective of this study is to understand the how much customer satisfied.**

**In the 1st chapter you will find the details about the industry and company profile of honda two wheeler Udupi ,vision, mission, and SWOT analysis of the company.**

**In the chapter 2 you will find details about conceptual background of the study and literature review.**

**The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations.**

**In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.**

**Chapter 5 is about the findings, suggestions, and conclusion of the project.**

**In the end bibliography and annexures are attached relating to the project.**