

**Internship Report on**  
**A STUDY ON CONSUMER EXPECTATION AND SATISFACTION**  
**TOWARDS HONDA ACTIVA3G AT TUMKUR**

**Submitted By**

**VEERABHADRA SWAMY G L**

**4LV15MBA36**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Dr. Ravi Kulkarni**

**Asst. Prof**

**Department of MBA**

**AIET, Mijar.**

**EXTERNAL GUIDE**

**Prasanth kumar**

**General Manager**

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**Sira, Road, Tumkur**



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**

# SHANTINATHA AUTO



SIRA GATE TUMKUR-572101

## PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr.VEERABHADRA SWAMY G.L** (Reg.no.4LV15MBA36) a student of final year MBA of Alva's institution of engineering and technology, Mijar. Had completed the summer internship project work on "**A STUDY ON CONSUMER EXPECTATION AND SATISFACTION TOWARDS HONDA ACTIVA3G AT TUMKUR**" at Shanthinatha Auto Tumkur. During the year 2016-17 for period of 10 weeks from 02-01-2017 to 10-03-2017.

This project has been successfully completed by his satisfactory under our guidance, during the study his character and conduct was found satisfactory and we wish all the best for his future.

DATE: 1/3/2017

PLACE: Tumkur.

*Pragathi Kumar. HV*  
**SHANTINATH AUTO**  
**SIRA ROAD**  
**TUMKUR - 572 106**



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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15-05-2017


### Certificate

This is certified that Mr. Veerabhadra Swamy GL bearing USN 4LV15MBA36 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on A study on Consumer Expectation and Satisfaction towards Honda Activa 3G, Tumkur is prepared by him under the guidance of Dr.Ravi Kulkarni, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Ravi Kulkarni  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

### DECLARATION

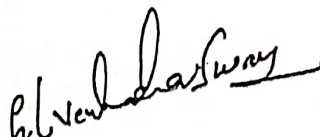
I, VEERABHADRA SWAMY G.L, hereby declare that the Internship report entitled "CONSUMER EXPECTATION AND SATISFACTION" with reference to "Shantinath AutoTumkur" prepared by me under the guidance of Prof.Dr. Ravi Kulkarni , faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr.Prasanthkumar General manager of shantinathAuto,Tumkur.

I also declare that this Internship work is towards the partial fulfilment of the university regulations 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 Ten 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

Date: 15/5/2017

  
Signature of the student



## ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Prof Dr. Ravi Kulkarni.**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Prasanth kumar General manager of shantinath Auto, Tumkur**, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Veerabhadra swamy G.L)

USN: 4LV15MBA36

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## EXECUTIVE SUMMARY

This project title "A study on consumer expectation and satisfaction towards Honda activa3g at tumkur" is submitted towards partial fulfilment of the requirement of the award of Master of Business Administration. This project contains industrial, company profile, objectives of the study, research methodology, Analysis and interpretation, finding and conclusion.

A Consumer expectation and satisfaction plays an important role in determining the success of the organization. The customers are a learning element in any success of the business. So the product development, changes should be done accordingly.

The main objective of the study is to find out the consumer expectation and satisfaction towards Honda activa3g.

The suggestions include Honda activa3g can increase the advertisements to increase the brand awareness regarding vehicle. Honda can come up with customer friendly pricing strategies.

## CHAPTER I INTRODUCTION