

Project Report on

**“A STUDY ON CUSTOMER PERCEPTION TOWARDS HONDA
ACTIVA WITH SPECIAL REFERENCE TO SHANTHI NATH HONDA
TUMKUR”**

BY

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Submitted to

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. PRIYANKA N.** bearing **USN (1SV21BA025)** is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Project work on **"A STUDY ON CUSTOMER PERCEPTION TOWARDS HONDA ACTIVE WITH SPECIAL REFERENCE TO SHANTHI NATH HONDA TUMKUR"** is prepared by her under the guidance of **Prof. Praveen Kumar T.M.**, Department of MBA, in partial fulfilment of the requirement for the award of the degree of "Master of Business Administration" of Visvesvaraya Technological University, Belagavi.

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