

Project Report on

**“A STUDY ON BRAND AWARENESS WITH REFERENCE TO RENAULT TRIBER
AT TUMKUR”**

Submitted By
Mr. AYYANNA
(1SV20BA004)

**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

INTERNAL GUIDE
Dr. K S RAMAKRISHNA
MA, MBA, M.Phil., Ph.D
Professor & Head
Department of MBA
S.I.E.T, Tumkur



Principal
PRINCIPAL
SIET, TUMAKURU.

DEPARTMENT OF MBA
SHEIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY
Sira Road, Tumkur-572106, Karnataka
2020-2022

SRI SHRIDEVI CHARITABLE TRUST (R.)

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

(An ISO 9001:2008 Certified Institution)

Sira Road, Tumakuru -572 106, Karnataka, India.

(Affiliated to Visvesvaraya Technological University &

Approved by AICTE, New Delhi Vide 06/06/KTK/ENGG/02/017 Dt. 27-5-2002)

Phone: 0816 - 2212627, 221268, 2212629 Tele Fax: 0816 - 2212629



E-mail: shridevi_itel@indiantimes.com/info@shrideviengineering.org

Web: www.shridevieducation.org

CERTIFICATE

This is to certify that **Mr. AYYANNA** bearing **USN - 1SV20BA004** is a Bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2020-22)**, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON BRAND AWARENESS WITH REFERENCE TO RENAULT TRIBER AT TUMKUR."** is prepared by him under the guidance of **Dr. K S Ramakrishna**, Professor and Head, Department of MBA, in partial fulfillment of the requirement for the award of the degree of **"Master of Business Administration"** of Visvesvaraya Technological University, Belagavi, Karnataka.

(Dr. K. S RAMAKRISHNA)
M.A, MBA, M.Phil. Ph. D.
Professor and Head,
Department of MBA

(Dr. K. S RAMAKRISHNA)
M.A, MBA, M.Phil. Ph. D.
Professor and Head,
Department of MBA

(Dr. NARENDRA VISWANATH)
M.E, Ph.D.
Principal
SIET, Tumkur.

Date: 21-07-2022

Place: Tumkur

PRINCIPAL
SIET., TUMAKURU