

**"CUSTOMER PERCEPTION TOWARDS TWO WHEELER BIKE -  
A CASE STUDY OF YAMAHA MOTOR BIKE IN KARWAR  
BRANCH (UK) DISTRICT"**

**PROJECT REPORT SUBMITTED TO THE KARNATAK  
UNIVERSITY, DHARWAD, IN PARTIAL FULFILLMENT  
OF REQUIREMENTS FOR THE DEGREE OF**

**MASTER OF COMMERCE**

**BY**

**Mr. VINOD S NAIK**

**M.Com IV Semester**

**REGISTRATION NO.-14CU1937**



**UNDER THE GUIDANCE OF**

**Shri. NITIN S N**

**LECTURER OF COMMERCE**

**KWT'S DIVEKAR COLLEGE OF COMMERCE AND PG  
(M.COM) CENTRE KARWAR**

**KARNATAKA-581301**

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**M.COM IV SEMISTER**

**REGISTRATION NO.-14C01937**



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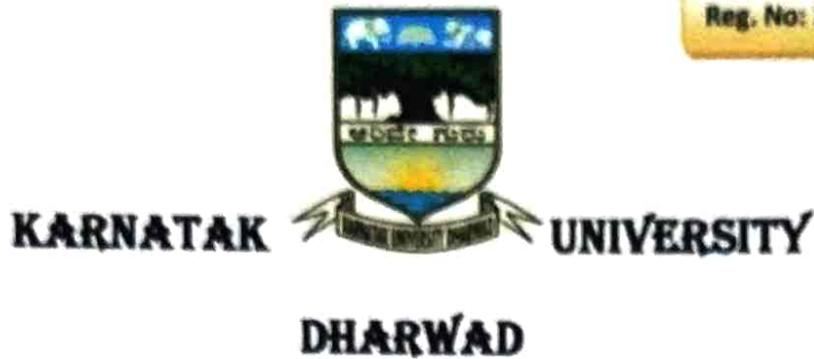
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### CERTIFICATE

This is to certify that the project report entitled "CUSTOMER PERCEPTION TOWORS TWO WHEELER BIKE – A CASE STUDY OF YAMAHA MOTOR BIKE IN KARWAR BRANCH (UK) DISRICT" Submitted by **Mr. Vinod S Naik** student of **KWT's Diveker College Of Commerce and P.G Centre (M.Com) Karwar** under of **Shri. Nitin S N** Teaching Lecturer Of Commerce, Department of studies and Research in commerce, **KWT's Diveker College Of Commerce & P.G Centre (M.Com) Karwar**, for the award of M.com Degree is a record of independent project work.

This project is based on the studies carried out in the Department, and the project work or part of it has not been submitted for any other degree, diploma, associate ship, fellowship or other similar title.

**Shri. NITIN S N**

Lecturer

Department of Commerce

Divekar college of Commerce & PG centre (M.COM)

(M.Com)

Karwar

**Dr. B. H. NAYAK**

The principal

KWT Divekar college of Commerce & PG

centre (M.COM)

Divekar College of Commerce, Karwar

Karwar





# ASCENT YAMAHA

## CERTIFICATE

This is to certify that Mr. VINOD.S. NAIK, Reg.No.14C01937 of M.com IV semester student from KWT's Divekar College of Commerce & P.G. (M.Com) Centre Karwar, have under gone internship of Major Concurrent Project (MCP) during the academic year 2016-17 at KARNATAK UNIVERSITY DHARWAD, entitled "CUSTOMER PERCEPTION TOWARDS TWO WHEELER BIKES - A CASE STUDY OF YAMAHA MOTOR BIKES & SCOOTERS IN KARWAR, UTTAR KANNADA DISTRICT" at ASCENT YAMAHA, Karwar from February-2016 to April-2016.

A copy of this report has been submitted to us. During this period, we found Mr Vinod S. Naik very dedicated and sincere towards his work and his behaviour was also good. We wish him all the best for his future endeavors.

DATE : 13/06/2016

PLACE: Karwar



  
GENERAL MANAGER  
ASCENT YAMAHA

## DECLARATION

I hereby declared that work presented in this project report entitled "CUSTOMER PERCEPTION TOWARDS TWO WHEELER BIKE – A CASE STUDY OF YAMAHA MOTOR BIKE IN KARWAR BRANCH " has been carried out by me under the guidance and supervision of **Shri. NITIN S .N.** Department of studies and Research in commerce, **KWT's Divekar College of Commerce & P. G (M.Com) Centre, Karwar.**

I am submitting this project report to **KARNATAK UNIVERSITY, DHARWAD** as the partially fulfillment of requirement for the award of M.com Degree.

I also declared that, this project report or part of it has not been previously submitted for the award of any other degree, Diploma, associate ship, fellowship or other similar title.

Date: 15/06/2011

Place: Karwar



Mr. Vinod S Naik

Reg. no: 14C01937