

**DR. CHANNAMMA UNIVERSITY, BELAGAVI**



**B.V.V. SANGHA'S  
BACHELOR OF BUSINESS ADMINISTRATION**



**BASAVESHWAR COMMERCE COLLEGE**

**BAGALKOTE - 587101**

**2021-2022**

**Project Report On:**

**"A STUDY ON CONSUMER BEHAVIOUR BEHAVIOUR"**

**AT**

**SHANTESHA MOTERS PVT LTD, BELGAVI**

**SUBMITTED BY**

**MR. DWIJESH AMRUTKAR**

**[BI916614]**

**INTERNAL GUIDE**

**Prof. SHEETAL BARSHI**

**EXTERNAL GUIDE**

**CO-ORDINATOR**

**PRINCIPAL**

**MISS. KAJAL PATIL**

**Prof. Vidya I. V**

**Dr. Jagannath V.C**





**SHANTESHA MOTORS PVT. LTD.**  
(AUTHORISED MARUTI SUZUKI DEALER)

## CERTIFICATE

This is to certify that **Mr. Dwijesh Amrutkar** who is presently studying in **(BBA Final year) (Register No. B1916614)** at **Basaveshwar Commerce College Bagalkot-587101** has completed his **In-Plant Training, A Study on BRAND EQUITY of Maruti Suzuki Arena at SHANTESHA MOTORS PVT LTD, BELGAUM** during the period of 30 days from **25/04/22 to 25/05/22**, in our organization.

We wish all the best for his future endeavor.

**SHANTESHA MOTORS**  
BELGAUM  
Certified Dealer of  
**MARUTI SUZUKI ARENA**

SHANTESHA MOTORS

Bagalkot

Date:25/05/22

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B.V.V.Sangha's



**BASAVESHWAR COMMERCE COLLEGE,**

**BAGALKOT - 587 101.**

Dist : BAGALKOT)

(KARNATAKA STATE



**NAAC : B++**

**D. Jagannath V. Chavan**

Principal

M.A., M.Phil., Ph.D., S.L.E.T.

Ref. No.: BCCB /

120 -

Date 10-06-2020.

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website : [bvvsbccb.org](http://bvvsbccb.org)

**CERTIFICATE OF APPROVAL**

This is to certify that Mr. DWIJESH AMRUTKAR [B1916614] of B.B.A VI<sup>th</sup> Semester has successfully completed his project entitled "STUDY ON CONSUMER BUYING BEHAVIOUR" at Santesha Motors Pvt Ltd.

Internal Guide

Prof. Sheetal V. Barshi

H.O.D & Co-ordinator

Prof. Vidya I. Vastrad

Principal

Dr. J.V. Chavan

65  
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