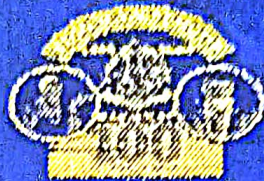


**RANI CHANNAMMA UNIVERSITY, BELAGAVI**



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



**BASAVESHWAR COMMERCE COLLEGE**

**BAGALKOTE - 587101**

**2021-2022**

**Project Report On:**

**“A STUDY ON IMPACT OF ADVERTISING ON CONSUMERS  
PREFERENCE”**

**AT**

**KUMAR ENGINEERING COMPANY-HEROMOTOCORP, MUDHOL**

**SUBMITTED BY**

**Miss. SHRAVANA NAIK**

**[B1916659]**

**INTERNAL GUIDE**

**PROF. VIDYA I. VASTARAD**

**EXTERNAL GUIDE**

**Mr. Girish . P**

**COORDINATOR**

**Prof. Vidya I. Vastrad**

**PRINCIPAL**

**Dr. Jagannath V.C**



Ref: HMCL/KH/22-23/229

Date: 24.05.2022

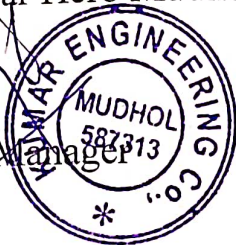
**CERTIFICATE**

This is certifying that **MISS. Shravana A Naik** USN No: **B1916659** student of B.V.V Sangha's Basaveshwar Commerce College Bagalkot. She has completed her Internship work successfully "An Impact of Advertising on consumers preference of hero two wheeler bikes". From **25.04.2022** to **24.05.2022**. Under my guidance, she has successfully completed her Internship work and has given us valuable suggestions which in terms help us in many ways.

For, Kumar Hero Mudhol

General Manager

Girish P.



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**NAAC : B++**

**Dr. Jagannath V. Chavan**

Principal

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Date 10/06/2022 /20

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

## CERTIFICATE OF APPROVAL

This is to certify that **MISS. SHRAVANA A. NAIK [B1916659]** of B.B. VI<sup>th</sup> Semester has successfully completed her project entitled **"A STUDY ON IMPACT OF ADVERTISING ON CONSUMER PREFERENCE OF HERO TWO-WHEELER BIKES AT KUMAR ENGG. COMPANY HERO MOTOCORP, MUDHOL"**.

INTERNAL GUIDE

Prof. Vidya I. Vastrad

63/30

HOD & CO-ORDINATOR

Prof. Vidya I. Vastrad

PRINCIPAL

Dr. Jagannath V. Chavan