



A

PROJECT REPORT

ON

“A COMPARATIVE STUDY ON CUSTOMER PREFERENCE OF TWO-WHEELERS TVS AND HERO” IN TINSUKIA TOWN”

(A CASE STUDY FROM TINSUKIA TOWN)



SUBMITTED TO THE DIBRUGARH UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF

‘BACHELOR OF BUSINESS ADMINISTRATION (BBA)’

UNDER THE GUIDANCE OF
HIMAKSHI MEDHI
ASSISTANT PROFESSOR
CENTRE FOR MANAGEMENT EDUCATION (CME)
TINSUKIA COLLEGE, TINSUKIA

SUBMITTED BY:
REEYA SHAH
BBA 6th SEM
ROLL NO: 16290022
REGD. NO.: 20480744

YEAR: 2023

CERTIFICATE OF THE GUIDE

This is to certify that Reeya Shah student of BBA 6th semester, with specialization in Marketing Management, Centre for Management Education, Tinsukia College, have completed his academic project work entitled, "A Comparative Study On Customer Preference Of Two-Wheelers TVS And Hero" under my guidance and supervision, as part of their Course Curriculum (Paper Code: 60100). Their report is based on an original survey carried out by them and has not been submitted elsewhere for the award of any other degree/diploma or for publication, to the best of my knowledge and belief.

I wish them every success in their academic career and in life.

DATE: 26-05-23

 26/5/23

(Signature)

Mrs. Himakshi Medhi

Assistant Professor

Centre for Management Education

Tinsukia College, Tinsukia


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